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BROADCASTING

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Broadcast Advertising

WASHINGTON, D. C.
DECEMBER 15, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR LIBRARY
DEC 17 1937

BIG, YES! —BUT AGILE

When you come right down to it, most of the inflexibility of big organizations is just the unwillingness or the inability to move out of the accustomed routine . . . But here at WHO we've grown big without settling into a dignified doze; we grew big by slugging the ball every time up — and we're still doing it! . . . Therefore, if you have a *flash* for the millions of people in IOWA PLUS, don't worry about closing dates "six weeks pre", or even about airmail schedules. *Teletype* your needs to WHO and have done with it RIGHT NOW!

WHO *for* IOWA PLUS

Des Moines . . . 50,000 Watts **J. O. MALAND, Mgr.** . . . **FREE & PETERS, INC., Representatives**

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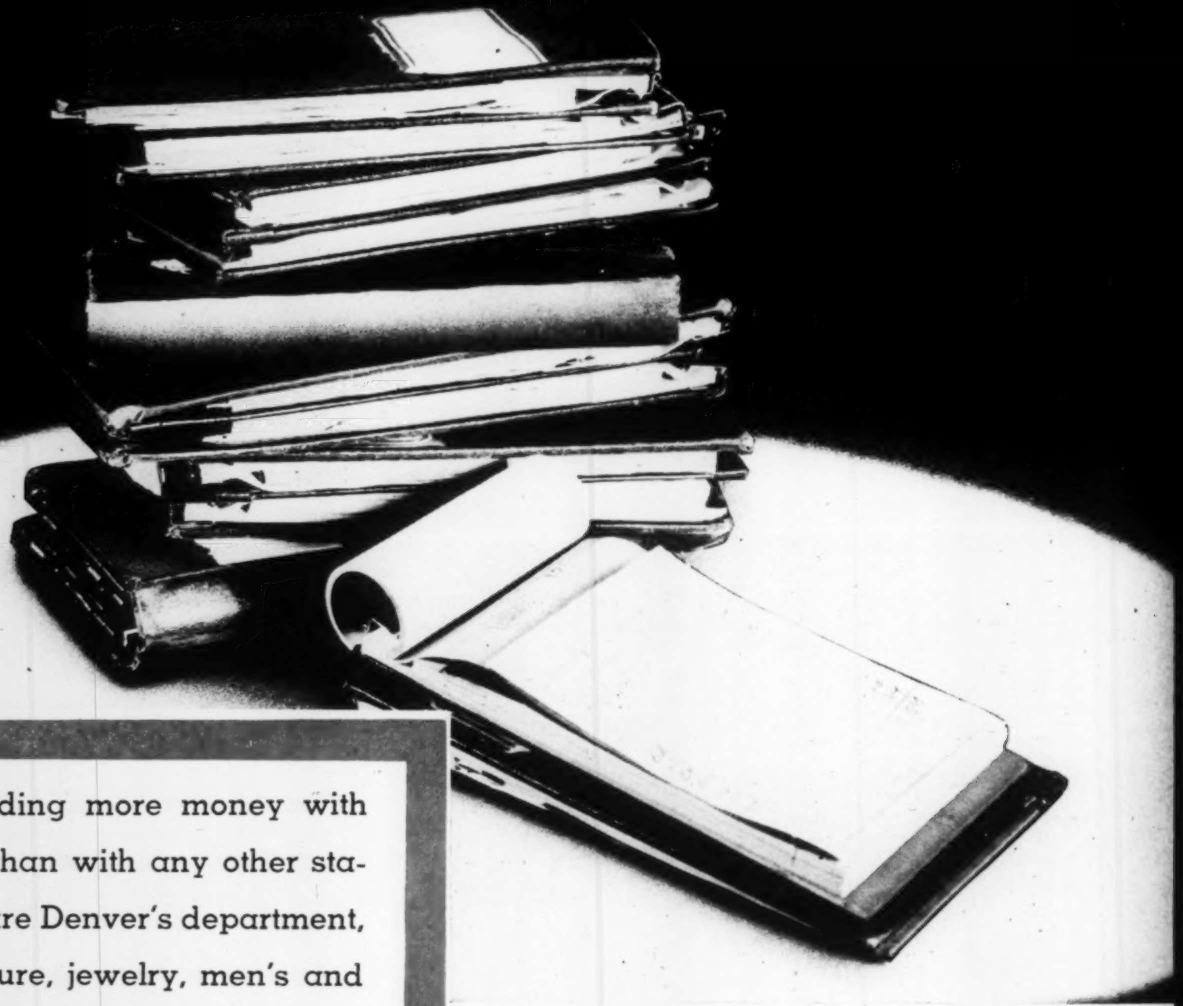
THESE ARE THE *Data Books* WHICH PROVE KLZ's SELLING POWER TO DENVER MERCHANTS



Spending more money with KLZ than with any other station are Denver's department, furniture, jewelry, men's and women's stores.

● In their own sales books, Denver merchants find the kind of radio data they can quickly understand. These are the data books which day-by-day record clearly and decisively the selling power and profit-value of their advertising media. These are the data books which carry weight with local merchants.

On the basis of data gathered and compiled by themselves, Denver's biggest and most successful firms spend more of their radio money with KLZ than with any other station.

KLZ offers this as competent, credible and convincing evidence of its ability to satisfy the requirements of the most result-demanding advertisers . . . of its ability to do the most efficient job of speeding up sales of your product in the Denver-Rocky Mountain region.

KLZ *Denver*

REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

AFFILIATED WITH WKY - OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY

XUM

Your Courier to New England's most Profitable Markets

WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell Lawrence
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta

BETWEEN southern Connecticut and Aroostook there are more than a dozen active, prosperous, urban shopping centers. Though widely scattered *they can be covered economically* and *so effectively* that response to your sales efforts will be reflected immediately in sales volume.

This intense and comprehensive coverage is best obtained by using the Colonial Network as the courier to deliver your message. It makes available to you fourteen stations in a strong, popular, regional network. It provides coverage in more New England markets than can be reached by any other combination of stations at comparable cost.

For Direct Contact with the New England Market

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., *Exclusive National Representatives*

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XUM

This summer–

ADD ANOTHER MILLION *to the 25,000,000 radio families of '37 when planning your summer advertising budget!*

REMEMBER what happened last summer! 75.6% of all home radios were in use sometime *daily* — average listening time, 4 hours and 54 minutes. Specifically, 18,900,000 families tuned in *each* day for a total of 92,610,000 family-hours of daily *summer*-listening.* And this summer there'll be at least another million *new* radio families to swell the audience! ¶ These figures do *not* include radios on the road. Last summer, every *fifth* U. S. automobile was radio-equipped. The most conservative estimate indicates that this summer every *fourth* car (6,000,000 of them) will carry radio with them as they ride. And most of them are *new* automobiles, whose owners are the most responsive market in America. ¶ That's why radio's *summer-curve* is the swiftest rising curve in all advertising. So—start planning for summer radio now!

COLUMBIA BROADCASTING SYSTEM

**Data from Dr. Starch's continuous study of the listening habits of the American people.*

XUM

A
Merry Christmas
to All
STANDARD
PROGRAM LIBRARY
Property of
STANDARD RADIO, Hollywood
STANDARD MALE CHORUS (XMAS CAROLS)
A
1373 Hark, The Herald Angels Sing 3:10 (4¾)
1374 God Rest You Merry Gentlemen 3:15 (3½)
1375 The First Noel 3:20 (3½)
1376 We Three Kings Of Orient Are 2:20 (3½)
and a "RECORD" year
in 1938

OUR heartfelt wishes for a full measure of joy and prosperity ... And a note of thanks to those stations, who during 1937, have broadcast almost a quarter of a million hours of Standard Transcriptions, our biggest, most successful year.

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. • 180 N. Michigan Ave., Chicago, Ill.

MINNESOTA BUSINESS *chooses* WCCO

TO CARRY TO THE PEOPLE OF THE STATE

The most elaborate and impressive local program ever presented to the Northwest.

A FULL HOUR — SUNDAY EVENING — 26 WEEKS

THE LEADING businesses and great basic industries throughout the state, realizing the need of promoting a better understanding and appreciation of Minnesota resources sponsored the job of selling Minnesota to its citizens. The medium most effective in coverage and variety of presentation, is, they decided, radio.

. . . and in Minnesota only WCCO is equipped to do this type of job. With top-notch production facilities . . . 50,000 watts . . . and a nationally cleared channel, only WCCO is equipped to deliver the show and audience. In Minnesota only WCCO can be heard throughout the state.

THE MARCH OF MINNESOTA, broadly conceived, splendidly executed, and of distinguished sponsorship, features Minneapolis' famed symphony orchestra, dramatized highlights of Minnesota history, appraisals of basic industries, and remote control interviews with leading citizens. The March of Minnesota establishes a new high in civic promotion.

MINNEAPOLIS AND SAINT PAUL

50,000 WATTS

NATIONALLY CLEARED CHANNEL

COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY RADIO SALES INC.
NEW YORK CHICAGO DETROIT
LOS ANGELES SAN FRANCISCO

"Where's that mouse?"

ONE of the best things about spot radio is that it enables you to fit *your weapon to your job:* Whether you hunt business on a local or a national scale, spot broadcasting permits you to do it more sensibly and economically than by any other method . . .

That's why so many advertisers are getting away from hard-set groups and chains and networks, and are buying individual stations. *The time-buyer today is playing a more valuable role in radio than the talent.*

Free & Peters, Inc. is a national group of time-*sellers.* But many a conscientious time-*buyer* knows that Free & Peters is essentially on the same side of the desk, since our final fate depends on our ability to help make radio more productive. Do *you* want help in that assignment?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL-KFAB	Omaha-Lincoln
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WNOX	Knoxville
WPTF	Raleigh

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KMED	Medford, Ore.
KOIN-KALE	Portland
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
110 E. 42nd St.
Lexington 2-8660

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
Bona Allen Bldg.
Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 12 WASHINGTON, D. C., DECEMBER 15, 1937 $3.00 A YEAR—15c A COPY

Havana Acts Require U. S. Wave Shifts

Reshuffling of North American Assignments Safeguards United States But Involves Changes All Over Band

(By Special Correspondent of BROADCASTING)

HAVANA, Dec. 13.—A reallocation of broadcasting stations in the United States, which will run the length of the 550-1600 kc. spectrum and involve a substantial number of assignment shifts must be effected during the next two years to comply with the terms of the treaty on distribution of broadcasting channels among nations of the North American continent reached at the Inter-American Radio Conference which completed its work today.

Adopting a drastic plan of allocation which, in the main, safeguards the position of the United States from the standpoint of station assignments available to it, the conference nevertheless agreed to a project which requires a reshuffling of portions of the band to make possible designation of exclusive and semi-exclusive facilities to Canada, Mexico and Cuba, as well as shared facilities with Haiti, the Dominican Republic and Newfoundland—all parties to the agreement.

After six weeks of protracted negotiations, in which FCC Commissioner T. A. M. Craven, chairman of the United States delegation, was the key figure, the six nations reached the agreement. Under its terms, it will not become effective until a year following ratification by the four principal nations—the United States, Mexico, Canada and Cuba or by three of them if the fourth signifies its intention of doing so.

All U. S. Stations Safe

All of the 700 stations in this country are assured of continued existence, under the allocations, but there will be shifts up and down the band. Because of the assignment of wavelengths for major stations in portions of the band to the other nations, the assignments of clears, regionals and locals in this country except in isolated instances, will be subjected to change, in most cases moving from 10 to 30 kilocycles, but keeping their same relative positions.

This country, it is anticipated, will not essay to work out the reallocations until the Senate ratifies the treaty. Should that be accomplished early in the next session of Congress, then presumably the Commission would undertake to devise its allocations pursuant to the treaty, and hold whatever hearings are necessary. Thus, conceivably, the new allocations might become effective in about 18 months, since they cannot be made operative until a year after ratification.

Deeply significant is the fact that by assigning specific station positions to Mexico and Cuba, the so-called "border" station will become practically non-existant. Operating with high-power and directive antennae aiming their signals to the United States, these stations are causing disastrous interference in this country and Canada. Only Canada and the United States have adhered to an agreement on use of wavelengths in the past, and as a consequence, the Southern countries have exercised what amounted to squatter's rights in the absence of an agreement.

Principal features of the allocations treaty (which is published in text in this issue insofar as frequency allotments and conditions are concerned) can be summarized as follows:

Principal Features

The broadcast band is widened 10 channels and will cover from 550 to 1600 kc., with the additional channels distributed among the nations for regular assignments.

Channels heretofore classified as regional and local in the United States, to a certain extent, have been shifted but in such fashion that practically all stations on them keep their same relative positions. Regional stations in the band 550-630 kc. are not changed. Nine of the ten regional channels from 640 to 1200 kc. undergo shifts of from 10 to 30 kc. Clear channels from 640 to 720 kc. remain the same, but those above are shifted from 10 to 30 kc. because of the assignment of channels to Mexico and the switching of assignments to Canada. All stations in such shifts, however, maintain their same relative positions.

One regional channel—1010 kc. —is abolished so as to become a Canadian clear, but the stations on it are to be given assignments on duplicated clears.

All regional and local channels from 1200 to 1450 kc. undergo a shift of 30 kc. upward. The local channel on 1500 kc. is shifted to 1490 kc., and the four high-power regional channels, henceforth to be classified as clear channels, are shifted from 1460-1490 kc. to 1500-1530 kc.

Increases in Power

The treaty proposes increases of maximum night power on certain regional channels from 1,000 to 5,000 watts and on local channels from 100 to 250 watts.

Time-sharing clear channel stations, 10 in number, will be in position to get full time operation on duplicated assignments. These include such stations as WOWO,

Basic Provisions of North American Agreement . . .

Allocations, on an assignment basis, agreed to by the Inter-American Radio Conference in Havana, subject to ratification by the nations involved, are set forth as follows:

Classes of Channels and Allocation Thereof

1. *Three classes* — The 106 channels in the standard broadcast band are divided into three principal classes —clear, regional and local.

2. *Clear channel*—A clear channel is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference, within their primary service areas and over all or a substantial portion of their secondary service areas.

3. *Regional channel* — A regional channel is one on which several stations may operate with powers not in excess of 5 kw. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

4. *Local channel*—A local channel is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

5. *Number of channels of each class* —The number of channels of each class shall be as follows:

Clear channels	59
Regional channels	41
Local channels	6
	106

6. *Allocation of specific channels to each class*—The channels are allocated to the several classes as follows: [See table on page 11.]

7. *Use of regional and local channels by countries*—All countries may use all regional and all local channels, subject to the power limitations and standards for prevention of objectionable interference set forth in this Agreement.

8. *Priority of use of clear channels by countries*—

(a) The clear channels are assigned for priority of use by Class I and II stations in the several countries in accordance with the table set forth in Appendix I.

(b) Each such channel shall be used in a manner conforming to the best engineering practice with due regard to the service to be rendered by the dominant stations operating thereon, as set forth elsewhere in this Agreement. If, for one year within the term of this Agreement, a country fails to make any use of a clear channel thus assigned to it, the channel shall be considered open for use by the other countries, parties to this Agreement, pursuant to such arrangement as may be agreed upon by their respective administrations and without any necessity for revision of this Agreement.

(c) No country to which a clear channel has been thus assigned shall permit, or agree to permit, any other country to use such channel in a manner not in conformity with this Agreement without first giving 60 days (calendar days) advance notice of its intention so to do to all other countries, parties to this Agreement. If during this period of 60 days (calendar days) any other country shall present objections to such proposed use of the channel, the country to which the clear channel has been assigned shall not permit, or agree to permit, such proposed use until the difference presented by the objection has been amicably resolved.

(d) If within the period of this Agreement the country to which a clear channel has been assigned shall have made use of the channel but not in the manner above prescribed or not to the extent required by the provisions of this Agreement, such country shall be considered as having relinquished that portion of the rights which it has not used and at the expiration of this Agreement the other countries party thereto shall have the right, if they see fit, to withdraw the unused privileges from such country

(*Continued on page 72*)

XUM

Fort Wayne; WWVA, Wheeling; KEX, Portland, Ore.; KVOO, Tulsa; WAPI, Birmingham, and others in that status.

Provision is made to accommodate 100 stations of substantial or high power on 59 clear channels. Fifty of these clear channels are in the band 640 to 1220 kc., and nine in the band 1500-1580 kc. Stations using clear channels were classified under technical standards and a distribution of positions on the channels was made between the countries. In the classification calling for the highest powers, 50,000 watts or more, Canada received six positions (690, 740, 860, 990, 1010 and 1580 kc.) Mexico received six positions (730, 800, 900, 1050, 1220 and 1570), with the locations specified. Cuba received one, 1540 kc.

The United States is to have at least 25 in the classification on the remaining clear channels, and will have nine months after the treaty becomes effective in which to designate which ones it will use that way. The other classifications of clear channel stations which will use 50,000 watts or less power, likewise have been allotted among the countries. The net result is that the United States will have accommodations for 63 stations on clear channels, Mexico 15, Canada 14, Cuba 5, Newfoundland, Dominican Republic and Haiti each one.

Duplication on Clears

To accomplish the duplicated clear results, it was necessary to duplicate two or three stations on some clear channels, but with geographical separations such that it is not believed that interference will result. Where there is danger of interference, provision is made for directional antennae.

Indirectly, Mexico has agreed to discontinue its border stations by placing her allotment of clear channel stations at specified places [see allocation text]. It was the border station question that caused the North American conference held in Mexico City in 1933 to end in disagreement.

The manner in which station assignments will be affected can be deduced from the listing of frequencies designated for particular classes of service, published in this issue. The precise assignments, of course, must await the judgment of the FCC following ratification of the treaty.

So-called high-fidelity stations now operating in the 1500-1600 band, are forced to move to the extreme end of the band to 1590 and 1600 kc. Local stations now operating on the five lower frequencies ranging from 1200 to 1420 kc., will move up 30 kc., except that those on 1500 kc. will go down to 1490 kc.

Clear channels from 640 kc to 720 kc. stay the same, which means that such stations as WLW, WGN, WOR, WEAF, KFI, WSM, WMAQ, and KPO, remain where they are, although their side channel neighbors in some instances change. Others, however, move up 10, 20 or 30 kc., while WHO, KDKA and WBZ move up to 40 kc. The KNX channel of 1050 kc. is made a Mexican channel, so KNX goes up to 1070 kc., while KYW in Philadelphia goes to 1060 kc. These shifts of course are simply deduced from the treaty, and cannot be construed as accomplished until ratification and subsequent FCC action.

U. S. Clear Assignments

The allocation agreement specifies that the United States shall have priority on 32 clear channels, of which 25 shall be for Class 1-A stations which will operate with a power of 50,000 watts or more and which have their primary service areas within the limits of the country free from objectionable interference from other stations on the same or adjacent channels and secondary service areas within the same limits free from objectionable interference from stations on the same channel. On the remaining 7 channels, the United States is authorized to assign Class 1-B stations, which are stations operating with power of not less than 10,000 watts or more than 50,000 watts, which are in the nature of duplicated clear channels. The United States thus is free to assign two or more class "1-B" stations and one or more Class 2 stations (which is a secondarv station operated on a clear channel with 250 to 50,000 watts) for nighttime operation on each of these 7 channels.

In addition to the 32 clear channels on which the United States has priorities not shared with other countries, provision is made for 18 Class I-B and 6 Class 2 stations on other channels shared with other countries.

In adopting that portion of the agreement relating to priority of use of channels, it was specified that the United States must make extensive adjustments in the assignments of its existing stations in order to make possible the carrying out of the agreement, that these adjustments will require approximately a year and that it is not possible for the United States at this time to specify on which of the 32 channels it will have priority of use for class "1-A" stations, class "1-B" stations, and class 2 stations respectively, nor the locations of such stations, power and other information respecting the assignments. This country agreed, on that basis, that not later than 90 days before the effective date of the agreement it would communicate this information to each of the other countries which automatically would become a part of the agreement.

106 Channels Involved

The broadcast band agreement deals with the 106 channels, 10 kc. wide, contained in the band 550 to 1600 kc. Of these 59 are designated as clear channels, 41 as regional channels and six as local channels. While the clear channels are specified insofar as allotment to countries are concerned, regional and local channels are not allocated to specific countries but rigid engineering standards, agreed to as part of the treaty, will govern their location in the various countries.

Mileage separation tables, tables governing adjacent channel interference, and other protected signal contours specified in the agreement are similar in general to those incorporated in the so-called Craven-Ring report on allocations submitted to the FCC just a year ago and still pending.

From the technical standpoint, it is held by engineers that the interference standards for practically all classes of stations will be materially improved. Despite this contention, however, there is some talk, that objections will be made to certain of the projected shifts, on the indicated premise that service of stations may be curtailed.

The formal agreement approved by the conference sets forth it shall remain in effect for five years after ratification. In connection with possible conflicts in the use of regional and local channels, the agreement specifies that priority of use shall be recognized in each country with respect to stations which at the time of signing of the agreement are in actual operation, and which in substance conform to the definition of such classes as set

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Havana Delegations Pay High Tribute To Untiring Efforts of Comdr. Craven

HAVANA, Dec. 13.—High tribute to Commissioner T. A. M. Craven, head of the American Delegation to the Inter-American Radio Conference in Havana, for his "tact and ability" was paid at closing sessions of the conference and at concluding committee sessions. Comdr. Craven carried the primary burden of the sessions, having been responsible for drafting of the basic plan adopted, and having served as chairman of the all-important allocations committees.

The head of each of the delegations, at the concluding sessions, expressed his confidence in outcome of the treaty arrangements, and also took occasion to express gratitude over the cooperative efforts, and more particularly, the work of the United States' delegation, and of Comdr. Craven.

At one of the concluding sessions of the six-week conference ordeal, during which Comdr. Craven acted as the sole delegate for this country because of the enforced absence of the second delegate, Minister Henry R. Norweb, the Communications Commissioner stressed the attitude of the United States toward North American allocations. He pointed out the combined population of the other countries was only 30,000,000 as against 130,000,000 in this country, and that with one exception—Canada—the others were much smaller in area. He stated the willingness of the United States in the spirit of cooperation to see to it that each country had a fair share of the facilities, but added that in view of these factors he did not feel the United States was called upon to make any disproportionate sacrifice. He also pointed out that the ultra-high frequencies offered possibilities in the future which all nations should consider.

In turn, Delegates Nicolas Mendoza, for Cuba, a spokesman for Mexico, Walter Rush and C. P. Edwards of Canada, answered Comdr. Craven's address, and each expressed gratitude over the attitude of the United States and appreciated the work of its delegation and its chairman. Mexican, Dominican and Haitian representatives made similar statements. Comdr. Edwards, acting as chairman of the session, added a personal tribute to Comdr. Craven, whom he has known for many years.

PROTECTED SERVICE CONTOURS AND PERMISSIBLE INTERFERENCE SIGNALS FOR BROADCAST STATIONS

TABLE I

Class of station	*Class of channel used*	*Permissible power*	*Boundary or signal intensity contour of area protected from objectionable interference* [a]		*Permissible interfering signal* [b]	
			Day	*Night*	*Day*	*Night* [c]
I A	Clear	50 kw or more	Boundary of country in which station is located		5 uv/m	25 uv/m [d]
I B	Clear	10 kw to 50 kw	100 uv/m	500 uv/m (50% sky wave)	5 uv/m	25 uv/m
II	Clear [d]	0.25 kw to 50 kw	500 uv/m [e]	2500 uv/m [e] (Ground wave)	25 uv/m [e]	125 uv/m [e]
III A	Regional	1 kw to 5 kw	500 uv/m	2500 uv/m (Ground wave)	25 uv/m	125 uv/m
III B	Regional	0.5 kw to 1 kw night and 5 kw day	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m
IV	Local	0.1 kw to 0.25 kw	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m

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[a] In accordance with other provisions in this Agreement this freedom of interference does not apply outside the boundaries of the country in which the station is located.

[b] From other stations on same channel only. For adjacent channels see Appendix III, Table I.

[c] Sky wave field intensity exceeded for 10% of the time.

[d] No Class II station shall be assigned to the same channel as a Class I-A station for nighttime operation (from sunset to sunrise) less than 650 miles of the nearest border of the country in which the Class I-A station is located.

[e] These values are with respect to interference from all stations except Class I, which stations may cause interference to a field intensity contour of higher value. However, it is recommended that Class II stations be so located that the interference received from Class I stations will not exceed these values. If the Class II stations are limited by Class I stations to higher values, then such values shall be the standard established with respect to interference from all other classes of stations.

ADJACENT CHANNEL INTERFERENCE

Channel separation between desired and undesired stations	*Maximum ground wave field intensity of undesired station*
10 kc	0.25 mv/m
20 kc	5.0 mv/m
30 kc	25.0 mv/m

The undesired ground wave signal shall be measured at or within the 0.5 mv/m ground wave contour of the desired station. These values apply to all classes of stations both day and night and are based on ground waves only. No adjacent channel interference is considered on the basis of an interfering sky wave.

Specific Allocation Provisions of Havana Agreement . . .

DESIGNATIONS OF CHANNELS

Clear channels—The following channels are designated as clear channels: 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 800 810 820 830 840 850 860 870 880 890 900 940 990 1000 1010 1020 1030 1040 1050 1060 1070 1080 1090 1100 1110 1120 1130 1140 1160 1170 1180 1190 1200 1210 1220 1500 1510 1520 1530 1540 1550 1560 1570 and 1580.

Regional channels—The following channels are designated as regional channels: 550 560 570 580 590 600 610 620 630 790 910 920 930 950 960 970 980 1150 1250 1260 1270 1280 1290 1300 1310 1320 1330 1350 1360 1370 1380 1390 1410 1420 1430 1440 1460 1470 1480 1590 1600.

Local channels—The following channels are designated as local channels: 1230 1240 1340 1400 1450 and 1490 kc.

Assignments of Positions on Clear Channels to Nations

(Appendix I of the Inter-American Treaty)

Under the provisions of Section II of this Agreement each country may use all the 106 channels when technical conditions with respect to interference to established stations are such as to render such use practicable. However, priority of use on specified clear channels is recognized for the following number of Class I and II stations in each country.

TABLE I

Canada	14
Cuba	9*
Dominican Republic	1
Haiti	1
Mexico	15
Newfoundland	2*
United States	63

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*See Table V for special arrangements provided for Cuba and Newfoundland.

These stations and the conditions of their operation are as specified in Tables II, III, IV, V, VI, VII and VIII following herewith.

TABLE II

Class I-A Stations

(Canada, Cuba, and Mexico)

Frequency	*Location of Stations*
690	Quebec, Canada
730	Mexico, D. F.
740	Ontario, Canada
800	Sonora, Mexico
860	Ontario, Canada
900	Mexico, D. F.
990	Manitoba, Canada
1010	Alberta, Canada
1050	Nuevo Leon, Mexico
1220	Yucatan, Mexico
1540	Santa Clara, Cuba
1570	Nuevo Leon, Mexico
1580	Quebec, Canada

TABLE III

Class I-B Stations

Frequency	*Location of stations*	*Power Limitation (Kw.)*	*Requirements as to directional antennas*
810	New York, U. S. A.	—	None
810	California, U. S. A.	—	To be determined
940	Quebec, Canada	5 kw. min. permissible	Determine from operation
940	Mexico, D. F.	—	Determine from operation
1000	Jalisco, Mexico	20	To be determined
1000	Washington, U. S. A.	—	To be determined
1000	Illinois, U. S. A.	—	To be determined
1010	Havana, Cuba	—	Determine from operation
1060	Mexico, D. F.	—	To be determined
1060	Pennsylvania, U. S. A.	—	To be determined
1070	Maritime Provinces, Canada	—	None
1070	California, U. S. A.	—	None
1080	Connecticut, U. S. A.	—	To be determined
1080	Texas, U. S. A.	—	To be determined
1090	Baja Calif., Mexico	—	To be determined
1090	Maryland, U. S. A.	—	To be determined
1090	Arkansas, U. S. A.	—	To be determined
1110	North Carolina, U. S. A.	—	To be determined
1110	Nebraska, U. S. A.	—	To be determined
1130	British Columbia, Canada	5 kw. min. permissible	None
1130	New York-New Jersey, U. S. A.	—	None
1140	Chihuahua, Mexico	—	To be determined
1140	Virginia, U. S. A.	—	To be determined
1170	Oregon, U. S. A.	—	To be determined
1170	Oklahoma, U. S. A.	—	To be determined
1170	West Virginia, U. S. A.	—	To be determined
1190	Sinaloa, Mexico	—	To be determined
1190	Indiana, U. S. A.	—	To be determined
1550	Ontario, Canada	—	Determine from operation
1550	Vera Cruz, Mexico	20	Determine from operation
1560	Havana, Cuba	—	......

TABLE IV

Class II Stations

Frequency	*Location of stations*	*Power Limitation (Kw.)*	*Requirements as to directional antennas*
640	Newfoundland	—	None
690	Kansas-Oklahoma, U. S. A.	—	To be determined [a]
740	Calif., U. S. A.	—	To be determined [b]
800	Ontario, Canada	5	To be determined
810	Tamaulipas (Tampico) Mexico	50	To be determined
900	Quebec, Canada	5	To be determined
990	Tennessee, U. S. A.	—	To be determined [c]
1000	Oriente, Cuba	10	To be determined
1050	New York, U. S. A.	—	To bo determined
1060	Alberta, Canada	10	To be determined
1070	Alabama, U. S. A.	—	To be determined
1080	Manitoba, Canada	15	To be determined
1080	Haiti	10	To be determined
1110	Mexico, D. F.	20	To be determined
1130	Louisiana, U. S. A.	—	To be determined
1170	Dominican Republic	10	To be determined
1190	Havana, Cuba	15	To be determined

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[a] Permissible to increase field intensity above 25 uv/m (10% skywave) west of Minnesota on Canadian border.

[b] Same as [a] except west of North Dakota.

[c] Same as [a] except east of Minnesota. Also 650 miles from border requirement waived.

TABLE V

Class II Stations [a] on Regional Channels

(Cuba and Newfoundland)

Frequency	*Location of Stations*	*Maximum Power in kw.*
560	Newfoundland	10
570	Santa Clara, Cuba	15
590	Havana, Cuba	25
630	Havana, Cuba	15
1270	Havana, Cuba	10

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[a] These stations shall use directional antennas to prevent objectionable interference to the Class III stations on the channel in accordance with Appendix VII.

TABLE VI

Special Conditions Affecting the United States

The 24 Class I and II stations in the United States which use clear channels with other countries party to this agreement are given in Tables III and IV.

The remaining 39 Class I and II stations of the United States will be assigned the following clear channels:

640 650 660 670 680 700 710 720 750 760 770 780 820 830 840 850 870 880 890 1020 1030 1040 1100 1120 1160 1180 1200 1210 1500 1510 1520 1530

It is recognized that the United States must make extensive adjustments in the assignments of its existing stations in order to make possible the carrying out of this Agreement, that these adjustments will require approximately a year, and that it is not possible for the United States at this time to specify on which of the said 32 channels it will have priority of use for Class I-A stations, Class I-B stations and Class II stations respectively, nor the locations of such stations, power and other information with respect thereto. The United States may assign Class I-A stations to at least 25 of said channels. The United States agrees that ninety days before the effective date of this Agreement it will communicate this information to each of the other countries parties to this Agreement, and such information, when communicated, shall be considered part of this Agreement as if fully set forth herein.

Nothing stated in this Agreement shall be construed to preclude the United States of America from asserting, and enjoying recognition of, priority of use with reference to certain other Class II stations (not included in the 63 stations mentioned in Table I) which are now in actual operation in the band 640-1190 kcs. and which are known under the Regulations of the Federal Communications Commission as "limited time stations" and "daytime stations" (having hours of operation limited to sunset taken either at their respective locations or at the locations of the respective dominant stations on clear channels and in some cases including hours not actually used by said dominant stations) which stations may, so far as permitted by the terms of this Agreement and the engineering standards herein set forth, be given assignments substantially equivalent to those they now enjoy.

TABLE VII

Special Conditions Regarding the Use of 1010 kc. by Cuba and Canada

With regard to the use of the clear channel of 1010 kc by a Class I-A station in Canada, and by a Class I-B station in Cuba, both countries mutually agree that the interfering signal shall not exceed for 10 per cent of the time or more the value of 50 microvolts per meter at the following points of measurement: in Cuba at any point east of the province of Camaguey, and in Canada at any point west of the province of Manitoba.

TABLE VIII

Special Conditions Affecting Canada

Nothing stated in this Agreement shall be construed to preclude Canada from asserting priority of use with reference to certain Class III and IV stations now in operation in Canada on existing clear and regional channels which through this Agreement will become of a class of channel which may not permit their use by Class III and IV stations.

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forth in the agreement. A change in frequency in order to conform to the designation of channels in the agreement would not be considered a "substantial change."

The treaty is designed to bring an end to the turmoil that has existed in the broadcast band because of the absence of an agreement to which Mexico, Cuba and the Latin American countries were parties on assignment of frequencies. Only Canada and the United States have adhered to an understanding on division of the 96 channels in the band between 550 and 1500 kc., which now is widened 10 channels to 1600 kc.

Because these other nations, less

(*Continued on page 76*)

Facsimile Printer Is Offered by RCA

Carbon System Features Both Line and Black and White

RCA MFG. Co., Camden, announced Dec. 13 that it is ready to offer to broadcast stations on an outright sale basis its carbon printer and facsimile system which features half-tone reproductions of photographs as well as text in straight black and white. The equipment being offered, it was disclosed by H. C. Vance, manager of communication equipment and station sales of RCA, is the carbon printer system developed by Charles J. Young, RCA engineer. It reproduces the various shades of gray between the extremes of black and white on a roll of white newsprint paper 8½ inches wide at the rate of about 4,000 to 4,800 words per hour. or 65 to 75 words per minute. This speed is based upon the use of 10 point type. Use of smaller type is not recommended by RCA.

In explaining the system. Mr. Vance said a number of facsimile systems have been developed by RCA during the last decade. Some of these have been employed in commercial radio circuits for several years. As a result of this experience. the simple carbon printer system has been deemed most reliable for use in general broadcast work where the receiver-records must function in homes without skilled operators.

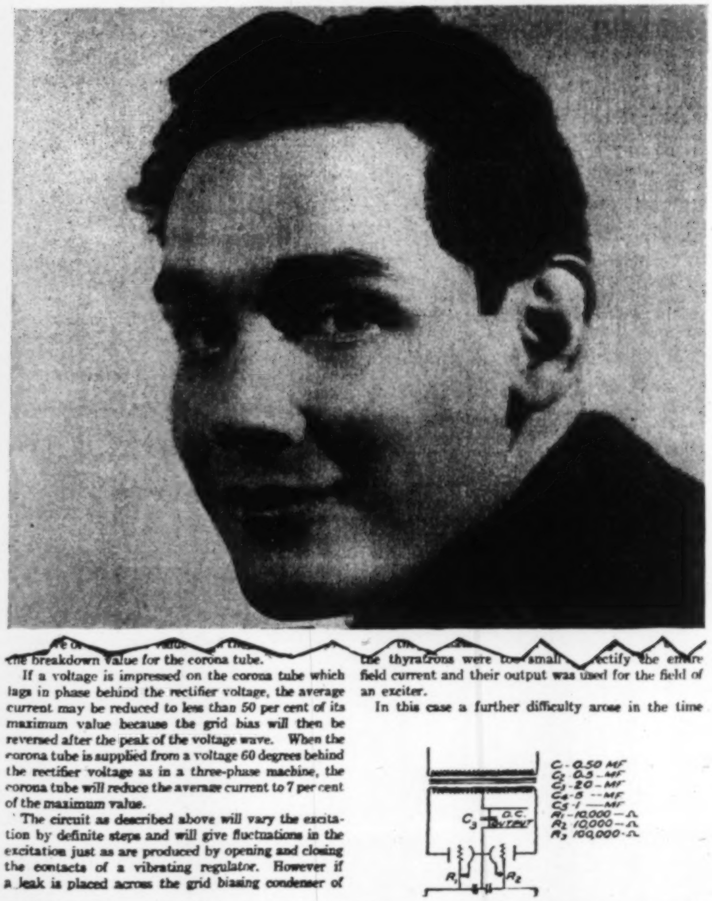
Half-tone Equipment

Because reproduction of high-quality half-tone pictures is said to be especially difficult, RCA has included compensated amplifiers with the transmitting scanner, along with a complete and especially designed radio receiver chassis in the receiver-recorder units. The receiver will be available in two different chassis, one covering the standard 550 to 1600 kc. broadcast band and the other for operation in the 30 to 41 megacycle ultra-high frequency band. Either of these receiver chassis can be installed in the standard recorder cabinet.

Two designs of carbon recorders have been made by RCA, one quite elaborate which automatically cuts the paper into pages 12 inches long and deposits them in a tray; the other a more simple design which does not cut the strip of paper into pages. It is the simply designed recorder which will be placed on the market by RCA at this time. It is felt that for the purpose of initial tests by stations the apparatus in the homes should be as simple and inexpensive as is consistent with reproduction of good quality copy.

The scanner equipment includes scanner mechanism, a compensated line amplifier and a regulated power supply, together with a time clock and signal unit for timing transmission periods accurately. The equipment delivers a zero level signal to a 500 ohm line and can be located in any convenient place, such as in a news room, special studio or newspaper office. The audio output of the scanner can be used to modulate any standard broadcast transmitter.

Samples of RCA Facsimiles



the breakdown value for the corona tube.

If a voltage is impressed on the corona tube which lags in phase behind the rectifier voltage, the average current may be reduced to less than 50 per cent of its maximum value because the grid bias will then be reversed after the peak of the voltage wave. When the corona tube is supplied from a voltage 60 degrees behind the rectifier voltage as in a three-phase machine, the corona tube will reduce the average current to 7 per cent of the maximum value.

The circuit as described above will vary the excitation by definite steps and will give fluctuations in the excitation just as are produced by opening and closing the contacts of a vibrating regulator. However if a leak is placed across the grid biasing condenser of

the thyratrons were too small to rectify the entire field current and their output was used for the field of an exciter.

In this case a further difficulty arose in the time

Four Stations Are Given FCC Facsimile Grants

AUTHORITY to engage in facsimile experiments on their regular frequencies was granted WGN, Chicago; WSM, Nashville; KSD, St. Louis, and WOR, Newark, by the FCC on Dec. 8.

The grants are similar to those recently given WHO, Des Moines; WGH, Newport News; KFBK, Sacramento, and KMJ, Fresno, to test public reaction to facsimile transmission on regular broadcast channels during early morning hours. Experimental facsimile receiver attachments for the ordinary radio set are being placed in strategic locations to test reception. [See Dec. 1 issue.]

Camel Plans Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes and Prince Albert tobacco), will discontinue the *Jack Oakie College* portion of its *CBS Camel Caravan* program after Dec. 28. The half-hour *Benny Goodman's Swing School* portion of the weekly broadcast will continue from New York. *Oakie College* emanates from Hollywood. It is understood that the sponsor is considering moving the *Jack Oakie College* division to NBC intact, if favorable time can be secured. Savington Crampton, Hollywood manager of William Esty & Co. Inc., agency handling the account, was scheduled to go to New York in early Dec. to confer on future plans for the program.

Vadsco Buys Court

MACFADDEN PUBLICATIONS Inc., New York, has sold radio rights to the title of its NBC-Red program, *True Story Court of Human Relations*, to Vadsco Sales Corp., New York, which will start on a Mutual network Jan. 9. Excerpts from editorial content of *True Story* will be used on the program. Macfadden will change the name of its own show to *A. L. Alexander's Court* and alter the format somewhat.

Mr. Alexander, originator and director of *Good Will Court*, has just been released from his contract with Standard Brands, and conducted his first program for Macfadden on Dec. 3, under the old title. Vadsco products are Quinlan cough remedy, Mavis talcum powder, Djer-Kiss and Melba cosmetics. Agency for Vadsco is Albert M. Ross Inc.; for Macfadden, Arthur Kudner Inc.

Steel Firm on MBS

WHEELING STEEL Corp., Wheeling, W. Va., on Jan. 2 will start a half-hour Sunday afternoon institutional program featuring *Musical Steel Makers*. While the musicians are professional, all other talent is from the company's plants and offices. Show will originate at WWVA, Wheeling, where it has been broadcast locally, and will be heard on 5 Mutual stations, placed direct.

RCA VISUAL VANS DELIVERED TO NBC

AMERICA'S first mobile television unit, consisting of two vans the size of large buses, were delivered to NBC on Dec. 12 by RCA Mfg. Co., from its Camden factory. Delivery ceremony was broadcast as part of RCA's *Magic Key* program. NBC plans to use the new equipment for experimental televising of parades, sports events, and other out-of-doors spectacles.

In one van are the synchronizing generators and rectifiers for supplying Iconscope beam voltages, amplifiers, and all the other apparatus necessary for picking up both sight and sound, as well as a control room in which engineers can see the picture as it is being broadcast and can switch from one camera to the other. These two Iconscope cameras are connected to the car by several hundred feet of coaxial cable.

The second van connected to the first by 500 feet of cable, houses the picture transmitter, to operate on a frequency of 177,000 kc., with a special directional antenna from which the pictures will be relayed by micro-wave to the transmitter in the Empire State Building for rebroadcast. Principal apparatus here is the radio frequency unit which generates the carrier wave for picture signals and the modulating apparatus for imposing picture signals on this carrier. Because of the great amount of heat generated by the large vacuum tubes in television, this van is fitted with a water cooler for the tubes and an air-conditioned unit for the engineers.

KGAR, Tucson on CBS

KGAR, Tucson, will become a CBS outlet on Dec. 24, available as a "bonus" station for all CBS advertisers purchasing time on KOY, Phoenix. Sustaining programs of the network will also be broadcast by KGAR, fed through KOY. Both stations are members of the Arizona Network, which also includes KSUN, Lowell.

Alsweet's List Now 40

SWIFT & Co., Chicago (Alsweet margarine), has added two Vermont stations carrying spot announcements, bringing the total list close to 40. Stations are WDEV, Waterbury, and WQDM, St. Albans. J. Walter Thompson Co., Chicago, is the agency.

KING GEORGE VI's Christmas message to the Empire will be broadcast over the combined Blue and Red Networks of the National Broadcasting Company on Christmas Day, December 25. King George will begin speaking at approximately 10 a. m. (EST). from his castle at Sandringham, just outside of London.

Labor Pains

TECHNICIANS at WINS, New York, have signed 100% with IBEW, the union reports and announcers are being organized by AFRA. While these unions are organizing, the station has been put on the "unfair" list by AFM Local 802 pending negotiations for a new contract, and the AFM was picketing WINS Dec. 13.

NAB to Hold 1938 Convention Feb. 14-16

By SOL TAISHOFF

Washington Picked as Site; Committee Submits Plans To Revamp Association, Based on $250,000 Budget

THE 1938 NAB convention, called to effectuate plans for drastic reorganization of the trade association and to give the industry "new leadership," will be held at the Willard Hotel, Washington, Feb. 14, 15 and 16.

A comprehensive plan of reorganization, including hiring of a paid president and abolition of the office of managing director, and entailing a proposed doubled budget of $250,000 a year, has been drafted by the NAB Reorganization Committee, which set the date for the convention. The committee made public its plan after meeting in Washington Dec. 8 and 9, and submitted it to all stations. It was drafted in basic form by Philip G. Loucks, former NAB managing director and Washington attorney, who is serving as the committee's counsel.

Convention Speakers

Simultaneously, the committee tentatively arranged for invitations to Senator Burton K. Wheeler, FCC Chairman Frank R. McNinch, FCC Commissioner T. A. M. Craven and Rep. Bruce Barton (R.-N.Y.), chairman of the board of Batten, Barton, Durstine & Osborn Inc, to address the convention.

In addition to creating the post of paid president, similar to other large trade associations, the broad reorganization plan advocates retention on a full-time basis of a secretary-treasurer — who would become executive officer on non-policy making matters—of a legal director, labor relations director, research director, public relations director, engineering director and educational director. Under the powers given the committee, it cannot hire the personnel but is instructed to make its recommendations to the board of directors and the membership.

The increased budget of a quarter million dollars, more than double that now received by the association even after the 50% increase in dues voted at the special NAB convention last October, would be based upon station income brackets. A minimum of $10 per month and a maximum of $500 per month, calculated upon station receipts, are recommended.

The plan proposes to rebuild the association from the ground up. The old constitution, in force since the inception of the NAB in 1923, would be abolished with an entirely new set of by-laws to become operative.

A board of directors of 21 members would be established, 15 of whom would be elected from 15 separate NAB districts into which the country would be divided, with each district having from 40 to 50 stations. The six additional directors, described as directors at large, would be elected by the membership at the annual meeting and would be named for three-year terms, whereas the 15 division directors would be named for only one year. At the February convention, however, two of the six would be elected for a three-year term, two for a two-year term and the third pair for a one-year term.

An executive committee of six, with the paid president serving as its chairman, would be elected by the board. Two of the members would be selected to represent large stations, another pair to represent medium stations, and the third pair to represent small stations. This committee would have broad powers.

The plan proposes the creation of a number of standing committees—for programs, sales, law and engineering. Each of the 15 state divisions would have the right to appoint one member to each of these committees.

Groups to Continue

Provision likewise is made for continuation of various groups in the association, such as clear channel, regional channel, local station, network affiliates or any others that might have special interests. It is specified, however, that these groups conduct themselves to avoid invasion of industry policies as a whole. The board would be authorized to prevent any such group from arrogating to itself the general powers of the Association.

The NAB president, who by no stretch of the imagination would be a "czar", would be selected by the board of directors, which would also determine his salary and term of office. He would have broad powers to carry into effect the policies enunciated. The by-laws as revised would empower the board to determine the duties of the president in such fashion as to give him any degree of power deemed necessary. The president would preside over all meetings of the association, board or executive committees, and would be a member of all committees with power to vote.

The Reorganization Committee was not empowered to consider candidates for the paid presidency and therefore made no recommendation for the appointment. However, it reported that if it were called upon by the board, it would be "prepared to make such recommendation."

All officers of the NAB, including the present board, automatically would be relieved of service with the adoption of the proposed plan, and a new executive slate would be elected. This would mean that James W. Baldwin, managing director, would be relieved of service in that capacity. The committee report brings out that Mr. Baldwin was retained by the present board to serve until next June. It adds "in order to clear the slate and leave the new board free to give effect to the recommendations herein, the committee recommends that the incoming board fulfill the financial requirements of this contract." In other words, it suggests that Mr. Baldwin, as managing director, be paid for services up to next June but that his service as managing director be dispensed with when the new board is elected. Whether he would be retained in another capacity depends upon the action of the new board. Mr. Baldwin's salary is $16,000 per year.

The preliminary plan has been sent to all stations for criticism with the urgent request that they submit suggestions as soon as possible. The Reorganization Committee has scheduled another meeting in Washington for Jan. 5, at which time the report will be revised in the light of the suggestions made, and again sent to all stations. Under mandate of the resolution adopted at the special convention of the NAB in New York last October, the Reorganization Committee must submit its final report to the membership at least 30 days in advance of the convention.

Complete harmony of view prevailed at the Reorganization Com-

(*Continued on page 78*)

HIGHLIGHTS OF NAB REORGANIZATION PLAN

1. Appointment of paid president by newly-created board of directors, with broad policy-making powers. Salary and term of office to be fixed by board.

2. Abolition of office of managing director.

3. Appointment by board of secretary-treasurer, as administrative officer, with no policy-making functions.

4. Appointment of directors of labor relations, research, engineering, public relations, law and education to assist new paid president.

5. Creation of new board of 21 members, of whom 15 shall be nominated by 15 districts into which country would be divided, with each director to serve one year. Six additional directors to be elected at large by convention, for three-year terms.

6. Creation of executive committee of six selected by board itself, with two each to represent large, medium and small stations, and with president to serve as its chairman.

7. Establishment of a $250,000 budget, or double present estimated income, to defray cost of new organization, with dues based upon income brackets of stations. Minimum dues $10 per month and maximum $500 per month.

8. Provision made for continuation of special groups within NAB such as those representing clear channels, regionals, locals or network affiliates, as temporary groups which would so govern themselves as not to conflict with policy matters involving entire industry.

9. Creation of standing committees on programs, sales, law and technical, with each state division to have right to appoint one member to each committee. Recommends that sales managers organization be absorbed by Sales Committee.

10. Continuance of NAB cooperation in the Joint Committee on Research with ANA and AAAA for ultimate development of yardstick of measuring audience and coverage, and in its other research projects.

11. Creation of a committee on cost accounting to confer with FCC on accounting methods of stations.

12. Creation of a committee to study establishment of a credit bureau and to combine agency recognition.

13. Creation of a committee to cooperate with Radio Manufacturers Association on all matters in which there is common interest.

14. Complete divorcement of NAB Bureau of Copyrights, covering transcription public domain library, from NAB, with some $55,000 already invested in library by NAB to be adjusted through stock procured from Bureau and held in trust for NAB members.

15. New Executive Committee should take over all copyright matters, including pending state and federal copyright suits and consideration of negotiations with ASCAP on new contracts.

16. Board to be authorized to employ special counsel to act for NAB or any of its members in litigation in which there is a general industry interest.

Auto Firms Slice Advertising Plans

Radio, However, Not Affected As Much as Other Media

FAIRLY marked recessions in automobile sales, together with consequent reductions in automotive output, have combined to reduce the volume of auto advertising emanating from Detroit agencies—a reduction that is taking its toll of radio as well as other media.

None of the agencies talk for publication, of course, in recessive situations such as the present one, but virtually all of them admit off the record that they are curtailing expenditures for their client companies, many of them quite sharply.

At this writing three major shows are wound up. The CBS *Seymour Simons* musical show for Chevrolet ended Dec. 9. The *Varsity Show* program for Pontiac is due to wind up later this month on NBC-Blue, and the *General Motors Concerts* on NBC-Red are slated to end by the first of the year.

The two big shows—*Ford Sunday Evening Hour*, and the Chrysler *Major Bowes* program—appear slated to ride through the present lull in business. Hudson has no intention of discontinuing *Hobby Lobby*, which is attracting a torrent of fan mail and pleasing the dealer body. Nash appears well satisfied with the success of *Prof. Quiz*. Pontiac will continue with its women's commentator, Kathryn Cravens, even though it is giving up the *Varsity Show* spot. These comprise the bulk of the chain shows.

Disc Prospects

Transcriptions, of course, have always been on a fluctuating basis and may be subject to revision as their contract periods terminate. Substantial transcription schedules are being undertaken at this time by Chevrolet whose *Musical Moments* have become almost a success pattern in the automotive field, and by DeSoto. No word is available on what action will be taken on these, but retrenchment would be no surprise.

The space and time buyers in the Detroit agencies made it plain to BROADCASTING that all media were affected by the narrowing of schedules, and that, if anything, radio was faring somewhat better than magazines, newspapers and outdoor advertising.

At the root of the present slackening in car sales appear two factors—the pile-up of used cars which have made the dealers impervious to almost all except "clean" deals—those without trade-ins—and the higher prices announced coincidentally with the 1938 models. Many quarters feel that price revisions may be on the way. All are fairly well agreed that the early spring will begin to see the used car jam break up, and with the break-up, they say, will come a return toward normal car sales levels. At that time, if such developments take place, it may be quite logical for the advertising drives to resume in earnest with radio in the front line of intensive selling campaigns. Such at least is the hope of all—and the belief of most.

CABINET ORATORS

Secretary Wallace Is Ahead With 22 Talks

HEARD most frequently among Cabinet members broadcasting on NBC networks in 1937 was Secretary of Agriculture Henry A. Wallace, an NBC survey reveals. Mr. Wallace faced the NBC microphone 22 times during the year, well ahead of the 1936 figure set by Postmaster General James A. Farley. Third leading Cabinet speaker was Secretary of State, Cordell Hull, who spoke seven times, and following him were Secretary of Interior Ickes and Attorney General Cummings with six each.

President Roosevelt made 20 NBC appearances during the year, the same as in 1935, or a total of 110 for his five years in the White House.

New Fr. Coughlin Series To Return Early in 1938

HIS differences with the archbishop of Detroit patched up, Fr. Charles E. Coughlin will return to the air in a new series of broadcasts sometime after the first of the year. The return will be made as soon as time is cleared on a network which probably will consist of about 26 stations. Differing greatly from his previous programs, this new one will in all likelihood be heard on an evening hour during the week.

Fr. Coughlin had little to say about the topic matter of his talks, except that they would be on subjects not subject to censor by the church. The chain of stations is being arranged by Fr. Coughlin and his radio advisor, Leo Fitzpatrick of WJR, Detroit.

Hurst With Frey

R. L. HURST, former president of Batten, Barton, Durstine & Osborne Corp., of Illinois, Chicago, and for the last two years account executive with Lord & Thomas, Chicago, has become partner with Charles Daniel Frey, president of the Charles Daniel Frey Agency, Chicago. Mr. Frey said that the partnership of Mr. Hurst was the first step in a new expansion program of the agency and that further plans as well as new business developments would shortly be announced. Effective Jan. 1, 1938, the Blatz Brewing Co., Milwaukee, will place its advertising with the Frey Agency. No radio plans have been formulated yet.

HSG Chicago Branch

HSG ADVERTISING Agency, New York, headed by Harry S. Goodman, has opened a Chicago branch at 134 N. La Salle St., with Miss H. Knuth, formerly with the New York office of the agency, in charge. Included among the accounts being handled by the Chicago branch are L. Fish Furniture Stores, Chicago (chain of furniture stores), which recently started a thrice weekly quarter hour show on WCFL; Aren Beverage & Spring Water Co., Milwaukee, and Pilley Dairy Co., Springfield, Mo.

CHANGE in the winter wavelength schedule for W2XE, CBS international station in New York, calls for broadcasts at 1-2:15 p. m. and 2:30-6 p. m. weekdays instead of from 1 p. m. to 4 p. m.

Miss Kiczales Is Named As General Manager of Three Iraci Stations

APPOINTMENT of Miss Hyla Kiczales, assistant manager of WOV and WBIL, New York, and of WPEN, Philadelphia, as general manager of the three stations, was announced Dec. 3. She takes over the executive duties of the late John Iraci, president and general manager of the stations under whom she served in radio since 1928. Mr. Iraci died suddenly Nov. 24 of a heart attack. The New York stations are owned by Arde Bulova, New York watch manufacturer and broadcaster, while WPEN recently was purchased by Mr. Iraci with Mr. Bulova holding a minority interest.

HYLA KICZALES

Miss Kiczales was secretary to Mr. Iraci at the time he acquired WOV in 1928 and since then has served as executive assistant in his radio operations. Her appointment as general manager was made with the consent of the Iraci estate and of Mr. Bulova. Horace L. Lohnes, Washington attorney, is counsel for both the Iraci estate and Mr. Bulova in these station operations.

Miss Kiczales announced the appointment of Ralph Nardella, of the WOV-WBIL sales staff as commercial manager. WPEN is managed by George Lasker, who was appointed recently.

The new head of the three stations is a native New Yorker, and has lived there all her life. She had been associated with Mr. Iraci for 13 years.

Ferrin New Radio Chief As Pumpian Is Promoted

FRANK FERRIN, for the past five years vice-president of Mid-West Recordings Inc., Minneapolis, has joined Henri, Hurst & McDonald, Inc., Chicago, as radio director. Nathaniel H. Pumpian, who was made radio director Oct. 22 following the resignation of Edward H. Weiss to form his own agency, has been promoted to acaount executive.

At Mid-West Recordings Inc., Mr. Ferrin handled national spot work for many nationally known accounts, including Pillsbury Flour Mills Co., General Mills Inc. (Bisquick & Wheaties), General Motors Corp. (Pontiac), Chrysler Corp. (Plymouth & Dodge), and Acme White Lead & Color Works. The current *Sing Neighbor Sing* program for Ralston-Purina Co., St. Louis (cereal), was also handled by Mr. Ferrin.

Cremo Is Sponsor Of Treasure Hunt

WBAL Program Idea Adopted By American Tobacco Co.

AMERICAN TOBACCO Co., New York, has started a spot campaign for Cremo Cigars in six cities, basing its program on the *Scavenger Hunt* idea which took the Baltimore public by storm when it was tested as a sustaining feature on WBAL this fall. Originator of the program was Leslie H. Peard, Jr., of WBAL. Plan is a radio version of the society game of a few seasons ago, in which the participants are given a list of assorted objects which usually cannot be secured without some little difficulty and told to return with as many of the list as they can at a certain time, when the one bringing in the most nearly complete list is the winner.

Mr. Peard

Renamed *Treasure Hunt*, the Cremo series consists of two 15-minute broadcasts each Saturday night. First part of the program goes on about 8 p. m. during which the announcer lists 10 articles to be assembled, such as a washboard, a photograph album, a ten-day old newspaper, the number of the fire alarm box at a certain corner, and similar items which must be hunted. The list of prizes is also announced at this time, to be awarded to the first listeners who show up at the studio with the complete list of objects.

Time limit is set for an hour later, when the program resumes with a description of the winning lists, interviews with the winners as to their adventures in collecting the items and the awarding of prizes. Each week 35 awards are made: 3 cash prizes, 7 boxes of cigars and 25 pairs of tickets to a local motion picture theatre. Listeners may also compete for prizes, 10 boxes of cigars being awarded weekly to those suggesting the 10 items included in the list.

Program was launched under Cremo sponsorship Dec. 4 on WBAL, Baltimore; WCAE, Pittsburgh; KOMA, Oklahoma City; KEHE, Los Angeles, and KYA, San Francisco, all Hearst stations. On Dec. 11 KSD, St. Louis, was added to the list and other additions will be made later if the present broadcasts prove successful. Campaign is placed through Lawrence C. Gumbinner Adv. Agency, New York. Herschell Deutsch is account executive.

Willys Plans Series

WILLYS-OVERLAND MOTORS Inc., Toledo (automobiles), will present a new spot program, *Willys Orchestra of Soloists*, recorded by NBC Transcription Service. The quarter-hour discs will be placed locally by Willys dealers. Agency is U. S. Adv. Corp., Toledo.

MAJ. LENOX R. LOHR, president of NBC, was to be a dinner guest at the White House Dec. 16. He is a native Washingtonian and planned to spend the following day with his family in Washington.

Further Strike Extension Is Foreseen

Stations Proving Slow To Return Signed Contracts

By BRUCE ROBERTSON

A FURTHER extension of the strike deadline is almost certain to be forthcoming after the meeting between representatives of the Independent Radio Network Affiliates and the American Federation of Musicians on Dec. 15.

This statement is made despite optimistic reports from spokesmen of both IRNA and AFM that many local unions and network stations are hastening their attempts to conclude new contracts before that date.

It is made despite the statement of the union at the time of the last extension, from Dec. 1 to Dec. 15, that "the Federation took this action in good faith for the purpose of giving the affiliated stations sufficient time to consummate contracts with our local unions but Dec. 15 is positively the last deadline date as our organization cannot possibly agree to any further postponement."

It is made in view of the fact that only 50 signed contracts had been received last weekend and even the arrival of two or three times that number on Dec. 13-14 would have left the total far below union demands.

That an extension will be asked for or that it will be granted has not been admitted by either IRNA or AFM. Thus far, it is understood no outright refusal to sign a new contract containing the standard provisions of Schedule A had been received from any station. The delay has been occasioned by many requests for interpretations of the schedule's clauses from both stations and unions. As a consequence a further postponement to Jan. 1 is regarded as inevitable. Joseph N. Weber, president of AFM, told Broadcasting that on Dec. 10 he had received wires and letters from 55 unions reporting negotiations in progress with stations in their communities. Both parties said they would wait until the deadline date before making any decisions as to another extension. Unless the miracle occurred, however, there was no doubt that the deadline would be postponed until Jan. 1. The only alternatives would be for the AFM to accept a minority of contracts as satisfactory, which they could not do without discarding their one means of forcing recalcitrant stations into line, or to break off negotiations completely and call their threatened general strike, which would seem unlikely at this stage of proceedings.

To speed negotiations and to discover reason for failure of so many stations to complete new contracts with their local unions, the IRNA committee on Dec. 7 sent a message over the teletypes of NBC, CBS and MBS calling attention of all stations to the Dec. 15 deadline and asking if contracts would be in the hands of Ernst & Ernst by that date or, if not, what were the specific causes of delay. The following day Samuel Rosenbaum, WFIL, Philadelphia, chairman of the IRNA committee, and Emile Gough, Hearst Radio, secretary of the committee, met in Washington with three other committee members — Mark Ethridge, WHAS, Louisville; John Shepard 3d, Yankee Network; and Edwin M. Craig, WSM, Nashville — who were already in Washington as members of the NAB reorganization committee.

Officially the meeting was said to have consisted of a general discussion, but it is understood the session covered the slow return of contracts and the possible need of additional time in which to survey the stations to discover the reason for their failure to sign and, if necessary, to amend further Schedule A to secure compliance. Unpalatable as it may be, such a decision may be forced on both broadcasters' and musicians' committees, as many stations throughout the country are refusing to accept the schedule. In the State of Washington, for instance, six of the eight network stations have rejected the standard form, and it is believed that the others will follow suit. In no case did a station refuse to employ the additional musicians needed to bring it up to its allotted quota; in every case, the rejection was due to a refusal to accept Schedule A. Similar reports from all sections indicate a widespread fear that the form still contains provisions harmful to the broadcasters' standing with the FCC, despite assurances of the IRNA committee and its attorneys to the contrary.

Contracts covering the key stations were signed by Mr. Weber on Dec. 2 and sent to network officials. To date none has been returned, although all parties say they are in complete agreement on all points and only minor differences in legal wording remain to be settled. Contracts call for an expenditure of more than $500,000 for the 11 stations identified as keys (WEAF, WOR, WJZ, WABC, New York; WMAQ, WENR, WBBM, WGN, Chicago; NBC studios, KNX, KHJ, Los Angeles) on the basis of $60,000 for each NBC and CBS key station and a slightly lower rate for MBS keys.

Dealings with the transcription and phonograph record companies will not be resumed until the IRNA situation is finally settled, Mr. Weber said. When the stations are signed, licenses will be drawn up and issued to these companies, he stated. Negotiations with non-network stations must also wait for the network affiliates to complete their dealings, he added.

CIO Buys Radio Time When Meeting Is Blocked

FOLLOWING refusal of Mayor Frank Hague of Jersey City to issue a permit for a CIO mass meeting, leaders of the union have turned to radio to reach their members and the general public, purchasing time on WEVD, New York's "labor station", and broadcasting its message across the Hudson. First broadcast was made by William Carney, CIO regional director in New Jersey, on Dec. 3, and a second on Dec. 14 by George Slaff, attorney who successfully represented the CIO in similar suits in other cities. A half-hour program, featuring a number of outstanding speakers, is scheduled for Sunday, Dec. 19, which is the date of New Jersey's Constitution Day celebration. Further broadcasts will be scheduled from time to time, it was stated, with plans in the hands of Morris L. Ernst and Abraham Isserman, CIO attorneys who are planning to contest the legality of Mayor Hague's action in the Federal courts. Broadcasts will be advertised in Jersey City by means of trucks bearing signs, sound trucks and dodgers having also been prohibited by Mayor Hague.

Sales Group Meeting

A DOZEN station sales executives, functioning as a sort of steering committee for sales managers, were to meet at the Hotel Sherman in Chicago Dec. 16 to form plans for a national convention in Chicago in January. The meeting was called by L. H. Avery, sales manager of WGR-WKBW, Buffalo, and chairman of the Sales Managers' Division created under the NAB two years ago. On the agenda, in addition to the convention plan were the advisability of holding sectional meetings, consideration of policy problems, rates and other sales problems.

AGRAP Defers Convention to Decide On Possible Affiliation With AFL or CIO

THE convention of representatives of AGRAP (American Guild of Radio Announcers and Producers) locals to receive the report of the special committee on "what affiliation with either the AFL or the CIO would entail" has been postponed from Dec. 10 to Jan. 7, due to large number of announcers on sick leave at Guild stations. While officials refused to discuss the question, it is understood that a bitter fight is expected, some members inclining toward affiliation with AFRA, others with ARTA, and a large number believing that AGRAP should maintain its independence.

A contract between CBS and AGRAP for the sound effects technicians at WABC, New York, was concluded Dec. 2. Contract, which is retroactive to Oct. 1, 1937, and runs to May 1, 1939, calls for a 40-hour, five-day week with a $50 minimum wage and provides for additional blanket increases during the term of the contract. Three-weeks vacations with pay, sick leave with pay, preferential reemployment and a Guild shop are also provided.

AGRAP on Dec. 5 signed an agreement with WBNX, New York, for the announcers at that station, winning a 16% immediate wage increase and promise of a further increase of 14% within the next year. Contract calls for a closed shop, arbitration of discharge, minimum weekly wage of $35, 40-hour week, time-and-half for all time over eight-and-a-half hours in any one day, with 15 minutes before and after each assignment included in computing time, two weeks vacation with pay and an additional week in lieu of holidays. Negotiations with WNEW, New York, reached an impasse when the union and the management could not agree as to rights of AGRAP to represent announcers already under contract to the station and the case has been referred to the National Labor Relations Board for settlement. Bargaining has been begun with WOV, New York, and is expected to be started shortly with WMCA for a new contract, the current contract expiring at the end of this year. Hearing of the charges filed by AGRAP before the NLRB of Worcester, for representation of employes of WORC, began on Dec. 13.

WEVD Signed By IBEW

By signing the complete technical staff of WEVD, New York, the newly-organized Local 913 of IBEW, AFL electrical workers union, began its drive in the New York area, heretofore dominated by ARTA, CIO union. IBEW has long controlled engineers engaged in broadcasting in St. Louis, where all stations have a blanket contract with the union, and has contracts with a half-dozen other stations throughout the country, but this is its first attack on the New York territory. Stephen Kovacs, president and business manager of Local 913, which was granted a charter for autonomy in the broadcast engineering field by the IBEW on Nov. 26, told Broadcasting his group has been promised the full support of AFRA, talent union, AFM, musicians union, and other AFL groups and that it is planning an intensive drive to organize radio technicians in unorganized stations and to win over technicians now affiliated with ARTA. This drive will be started as soon as standard demands regarding wages and hours and conditions of employment have been formulated, he said.

Officials of the broadcast division of ARTA expressed little concern over the entry of IBEW into New York. With a year's start in organizing broadcast engineers the ARTA group is confident that its progress will continue unimpeded.

In Philadelphia ARTA has signed a one-year contract with WFIL, calling for a closed shop, a minimum wage of $43 a week, seniority rights, vacation and sick leave with pay, and the reinstatement of one man. Contract was signed by Samuel R. Rosenbaum of WFIL and by S. C. Waldeman for ARTA. Negotiations have been started at WIP, only station in Philadelphia with which this union does not have a contract.

Mrs. Emily Holt, executive secretary of AFRA, returned to New York after several weeks on the West Coast to report rapid growth in membership throughout the country. Progress in coordinating the reports of committees and formulating demands of radio talent for standard conditions of employment is as rapid as could be expected, she said, and AFRA hopes soon to begin presenting these demands to networks and stations. She refused to set even an approximate date for these demands, however, saying that there is still much to be done.

XUM

Recording Group Starts New Drive

Would Exact Royalties From Records on Commercials

A NEW campaign to collect royalties from broadcasting stations for commercial use of phonograph records, was launched Dec. 10 by the American Society of Recording Artists, companion of the National Association of Performing Artists, through Kenneth C. Davis, Seattle attorney. Mr. Davis in the past has been identified with the anti-ASCAP copyright fight and is managing director of the Washington Association of Broadcasters. He participated in both the Washington State and Montana anti-ASCAP legislation.

In his letter to Western stations, Mr. Davis cited the Waring decision in Pennsylvania holding the recording artist has a performing right in his work. He cited also the Court of Appeals decision in San Francisco in the newspaper case of KVOS, Bellingham, Wash., holding that the decision is law in the Western District. Stations now using records, he held, must account for the time they use them or take licenses from ASRA. He advised stations that if they did not want to take a license they should refrain from using the works of members of ASRA.

Asks Quick Reply

Declaring he would convince stations "legally and logically" that they must pay for these performing rights, Mr. Davis asked that stations inform him within seven days whether they are using music of his clients, whether they intend to continue using such records without payment or whether they wish to pay a license fee for such use. He added stations would receive no other communication before suits were instituted for accountings. Asserting he was willing to discuss rates or rights with a station or their lawyers, he added he did not intend to conduct "law school discussions".

The Davis letter occasioned surprise among Western broadcasters because it represented a complete reversal of the attorney's strategy in combating ASCAP for the broadcasters of Washington and Montana. He pointed out also that broadcasters should scrutinize the transcription market carefully because he claims many transcriptions have been bodily lifted from phonograph records.

Harvard Rejects Sponsors

OFFERS of sponsorship of the seven Harvard home football games next season have been declined by university officials, according to the *Harvard Crimson*, which reported this action was taken as "part of a policy to prevent overemphasis and avoid commercialization of football." Thus far only the Harvard-Yale games have been broadcast.

BLUE BIRD NAIL POLISH Co., Minneapolis, which was recently purchased by Consolidated Drug Trade Products Inc., has placed its business with the McCord Agency, Minneapolis. Krank's Shaving Cream, also recently purchased by Consolidated, had previously placed its account with the McCord Agency [BROADCASTING, Dec. 1].

A NATIONWIDE RADIO DRIVE

Networks and Stations Take Up Suggestion That Audiences Be Urged to Buy Radio Sets

THE "Radio Family" editorial published in the Dec. 1 issue of BROADCASTING urging station cooperation with dealers and manufacturers of radio receivers through a gratis announcement campaign, has been taken up spontaneously by a substantial group of stations, including the Iowa Network, owned and operated stations of NBC, certain of the CBS owned and operated stations, and the four-station Pacific Northwest Coverage Group, all of them have reported to BROADCASTING.

First to take up the campaign was Iowa Network, through its stations KSO, KRNT and WMT. An extensive campaign has been launched by commercial manager Craig Lawrence, and he reported that dealers have evinced considerable pleasure over this type of cooperation.

NBC-owned and operated stations, 13 in number, are interspersing spots suggesting that radio sets be purchased as Christmas gifts. The suggestion was made to the stations by Alfred H. Morton, manager of NBC-owned and operated stations. NBC also planned to suggest to affiliates that it follow the same course.

WJSV, Washington-owned and operated station, also launched a campaign locally and CBS vice-president M. R. Runyon, in charge of the network's owned and operated stations, suggested to his group that they follow the same course.

The four stations of the Pacific Northwest Coverage Group — KFPY, Spokane; KGIR, Butte; KRSC, Seattle, and KPFA, Helena —are using announcements at station breaks, according to Ed Craney, official of the hook-up.

In launching the Iowa effort, Mr. Lawrence acquainted dealers with the campaign in a letter in which he pointed out that the time was right to boost new sets. Declaring that a number of the better known makes are on the air with Iowa Network stations, he added:

"We feel that with Christmas coming up, these next two weeks should be good weeks to urge the purchase of new radios."

He advised them that talent on a number of programs would suggest to listeners that they buy radio sets as Christmas gifts. The campaign, which began Dec. 9 and ends Dec. 22, comprises a total of 76 announcements.

"This is only a drop in the bucket compared with what needs to be done in the way of selling replacement business, but we feel that it would have a beneficial effect and that some day such a campaign will be carried on in a persistent determined manner by the leaders of radio merchandising," Mr. Lawrence said.

The BROADCASTING editorial pointed out that broadcasters not only help their local dealers and the set manufacturers in advocating new set purchases, without mention of trade name, but they also aid themselves in increasing their own audience and circulation.

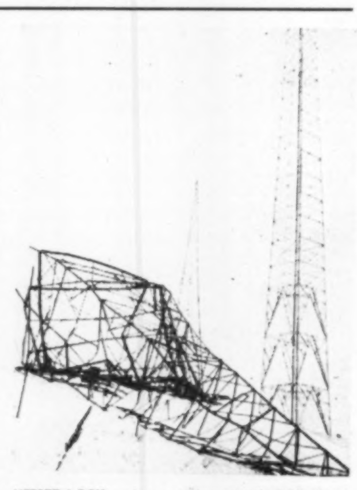
Chile Next

THE invitation of Chile to be host to the next Inter-American Radio Conference, tentatively scheduled for 1940, was accepted by the Inter-American Radio Conference which adjourned in Havana Dec. 13. Presumably the Chilean capital — Santiago—will be the site.

Western Nations at Cairo Will Have United Front

HAVANA, Dec. 13—The nations of North, Central and South America will go to the International Telecommunications Conference in Cairo next February as a "united front" on all matters affecting their communications needs as a result of agreements reached during the Inter-American Radio Conference in Havana.

The Conference agreed to study the widening of the ultra-high frequency broadcasting bands, preparatory to the Cairo Conference, and have tacidly agreed that short-wave communication be used primarily for international purposes. Other understandings reached by the American nations related to aviation communication, steps to be taken to keep abreast of modern technical advances in all phases of radio operations so as to minimize interference, and detailed rules governing the handling of press traffic.



"WHAM"—An antiquated 225-foot antenna which once majestically catapulted the 50,000-watt signals of WHAM, Rochester, into space, bit the snow Dec. 7 after a Northwest wind did some puffing. It was a lucky break because WHAM had planned to topple the tower Dec. 11 as a publicity stunt as well as to make way for a new 450-foot vertical now under construction. The tower was out of service, its twin supporting an emergency antenna pressed into service prior to completion of the new 450-foot spire.

FIRESTONE TIRE & RUBBER Co., Akron, on Nov. 29 added 3 NBC-Red stations (WDAY, KFYR, WSGN) for *Voice of Firestone*, Mon., 8:30-9 p. m., making a total of 74.

Cairo Delegation Soon to Be Named

Senator White, Capt. Hooper Among Those Mentioned

THE MAKEUP of the American delegation to the Cairo International Telecommunications Conference to commence Feb. 1, 1938 was expected to be presented to President Roosevelt on or about Dec. 15, according to the State Department.

While there has been no inkling from official sources as to identity of the American delegation, it is understood that the names of Senator Wallace H. White Jr., of Maine, ranking Republican on the Senate Interstate Commerce Committee, who is conceded to be the foremost authority on radio in Congress, and Captain S. C. Hooper, of the Navy, are high on the list. Whether any member of the FCC will be named a delegate also could not be confirmed. One possible delegate from the Commission had been previously reported to be Commissioner Norman S. Case.

Craven Too Busy

A strong demand in official circles for placement of Commissioner T. A. M. Craven, one of the world's foremost radio engineering authorities, on the delegation, is known to exist. The fact that the revamped FCC has yet to go through the most important phases of its reorganization, and that a broadcast reallocation is impending, would augur against his appointment, however.

Comdr. Craven headed the American delegation to the Inter-American Radio Conference in Havana, which on Dec. 13 reached a successful conclusion [page 9-11 et seq], and he has been a delegate or major technical advisor to practically every international radio conclave during the last two decades.

Francis C. deWolf, of the Treaty Division of the State Department, is expected to attend the Cairo sessions either as a delegate or a major technical advisor. He has been on several recent technical delegations as a State Department representative.

From the conventional broadcasting standpoint, the Cairo sessions are not of particular moment, but allocation internationally of ultra-high frequencies for broadcast purposes, as well as recognition of particular bands for visual communications do come before the sessions. In addition, matters relating to aviation, press, ship, amateur and other radio assignments are on the advance agenda.

The sessions are held each five years, the last conference having been held in 1932 in Madrid. It ran for three months.

Toscanini Arrives

ARTURO TOSCANINI, the noted Italian conductor who was recently signed by David Sarnoff to direct the NBC Symphony Orchestra in a series of 10 Saturday night broadcasts over the combined NBC networks, arrived Dec. 13 on the *Conte Di Savoia*. His first broadcast will be Christmas Night. The NBC Symphony series started earlier this month with Artur Rodzinsi temporarily handling the baton.

An Airfull of Holiday Merchandising

Stations Offering New Ideas on Christmas Programs

THE AIR is full of Christmas programs. Out of the sky dropped Santa Claus to greet 30,000 children at the St. Paul airport and be interviewed on KSTP before flying on to Indianapolis where 7,000 youngsters thronged the local airport as WFBM asked him about conditions at the North Pole. Later he flew to Salt Lake City and was greeted on KDYL.

When his plane landed at Tacoma, Wash., KVI found Mrs. Santa Claus with him and the kids delighted in her stories of the Northland. To other cities and towns he journeyed by train and automobile. More than 4,000 children cheered as WNBX, Springfield, Vt., met him at the local station and presented him in a series of programs sponsored by the Chamber of Commerce.

Presidential Broadcast

NBC will broadcast the ceremonies when President Roosevelt lights the National Community Chest Christmas Tree in Washington Dec. 24. CBS, MBS and NBC are featuring remotes and special events programs during the holiday season with world coverage. Locale of these many broadcasts varies from Greenland to Honolulu, from British Guiana to Palestine. As in years past, local stations from coast-to-coast are broadcasting all sorts of programs designed to help the needy.

On KGER, Long Beach, Cal., a daily series solicits letters from poor families and arrangements are made with the more fortunate to send food and toys. WRC, Washington, has a Christmas house on the street for toy reception and WJSV is cooperating with a local sponsor in giving away hundreds of overcoats to poor children. Merchandise totaling thousands of dollars is donated by Milwaukee business men to be auctioned off by WTMJ from a special downtown booth, with proceeds for the needy. WIS, Columbia, S. C., is featuring a Saturday *Toy Matinee* with admission a toy.

On WHO, Des Moines, a coffee sponsor is buying any toy that a child specifies when anyone sends in labels from its coffee bags. Listeners using the coffee may have the toy sent to any youngster in the locality. WLS, Chicago, holds its fourth annual party for children Dec. 18 and admission is a can of some food to be given to charity. Last year WLS listeners and employes contributed $4,000 to buy 150 radio sets for poor people and this year contributions will exceed that amount. WGL, Ft. Wayne, Ind., is airing a series of charity programs and WSAI, Cincinnati, has a daily feature called *Miles of Dimes* and reports dimes galore.

HAPPY FACES—More than paid for the work and trouble, says KDYL, Salt Lake City, of its children's program called *S. S. Santa*, one in a series of Christmas broadcasts.

CHRISTMAS DOLLS—Are collected by WRC, Washington, in a downtown Doll House where Gordon Hittenmark broadcasts his daily program. Last year Gordon coralled 5,000 dolls. This year he hopes to beat that record if Detective Cecelia Clark of the local police will only let him alone.

Entertainment of all varieties fills the air. A new type of contest appeared when Paul Kennedy, radio editor of the *Cincinnati Post*, went on WSAI to offer prizes to listeners who would keep track of the number of times they hear "Holy Night" played or sung on the air during the holiday period. "Help save this song," Mr. Kennedy urged his listeners. Annual carol festival on WHK, Cleveland, drew an audience of 10,000 and WGY, Schenectady, has its Christmas programs on a downtown P. A. system and reports keen listener interest in the stunt. The Iowa Network will broadcast Christmas mass under the direction of Orville Foster as well as a series of goodwill participating programs with sponsors aiding the poor.

New England postmasters discussed the mailing problem on WAAB and the Colonial Network, while KOMO-KJR, Seattle, broadcast a series of choral programs. WMPS, Memphis, covered the city's annual festival with many remotes and KDYL, Salt Lake City, broadcast from the cavalcade of floats that opened its holiday season. WCOL, Columbus, O., broadcast the city's annual Christmas parade which featured hugh air-inflated rubber animals. Veteran Santa Claus, Walter Linthicum, kept the studio full of children at WBAL, Baltimore.

Among the many remote broadcasts from department store toy departments were KRKD, Los Angeles; WPTF, Raleigh, N. C., and WWVA, Wheeling, W. Va. Seven sponsors gave their time on WDNC, Durham, N. C., to songfests featuring a chorus of 800 school children. WHN, New York, is distributing toys contributed by listeners to its *Amateur Hour* and Warden E. Lawes appealed for toys for prisoners' children on his regular NBC show for Sloan's Liniment. Old timers in radio will welcome the return of Leo Fitzpatrick of the original *Kansas City Nighthawks* and Neal Tomy of the *Red Apple Club* when they head the talent list of Dec. 17 for the Detroit Newsboys annual show. Mr. Fitzpatrick is now general manager of WJR, Detroit, and Mr. Tomy is publicity director of WJR.

Sponsors all over the country gave freely of their time for special Christmas programs and in many instances commercial announcements were dispensed with altogether. Programs for New Year's will again include a cross-country review of dance bands by all networks and the annual *Burlington Liars Club* championship to be decided Jan. 1 on NBC. CBS will present its third annual *Twelve Crowded Months*, dramatizing the 12 biggest news stories of the year as selected by a poll of newspaper city desks. NBC plans a similar program of the 10 biggest stories to be chosen by a board of Associated Press members.

SOME TIPS ABOUT CONTESTS

Promoters Advised to Plan Them With Great Care; Data Show Cost of Big Campaigns

By HELEN KING

HELEN KING

ABOUT this time of year most agencies are checking over contests in the past, to determine the benefits derived from them. With charts, and graphs before them, they endeavor to learn the most popular type (from a standpoint of sales), and the least expensive to run. The annual increase in money alloted to contests proves their paying value.

A common practice among advertisers is to send a thank-you card to all entrants. This is a courteous and costly gesture, and appreciated by man—but why hasn't some advertiser thought to send out *announcement* post-cards?

Any letter house can supply a list of contest fans, and mail out cards calling attention to the program, the prizes and requirements. This would act as a stimulant and start the company off with a large group of entrants. It insures a contest audience, and assures immediate returns, eliminating that dreadful first-week, when entries merely trickle in.

After getting the audience, the next step is to find out the type of contest they like, and the prizes that have the most appeal. A questionnaire was recently conducted to determine these facts, the results of which are in accord with the returns on most contests.

Prizes	*Type*
Cash, 40%	Slogans, 20%
Cars, 12%	Letter, 35%
Elec. appl., 20%	Jingles, 15%
Misc., 28%	Puzzle, 10%
	Handwriting, 20%

Length

4-8 weeks, 40%
1-13 weeks, 50%
2 weeks, 10%

It might be of interest to note that 75% of those returning the 2,500 questionnaires were women! Contesting decidedly is a woman's game, and should thus be made to appeal to the feminine fancy. It is also interesting to realize that the women liked the letter-writing contests, and men the slogan types.

According to figures released by agencies that were queried, there were 10% fewer contests in 1936, over 1935, but the prize value of this 90% was triple that of the earlier year!

In 1935 128 contests were staged by 80 advertisers who gave 125,000 prizes valued at $750,000. In 1936 118 contests were staged by 74 advertisers who gave 2,500,000 prizes worth $1,750,000.

During the course of these contests their sales increased from 10-45%, dropping off after the close. A recent tobacco contest reported 500% increase during the contest, with a steady increase of 150% for the three months after the close.

The advertiser who cannot afford to run a contest efficiently, and thoroughly, should not attempt to run it at all. It is a dangerous practice to allow an inexperienced staff to obtain the work at a ridiculously low price. The natural question here is "How can they do it?"

It is of course difficult to judge the operating costs, as conditions are not the same all over the country—and the advertisers' requirements may vary. However, a breakdown of figures has been obtained from four contest operators, all of which are about the same. These figures are based on the actual cost, per unit, of a simple "Why I Like . . ." letter contest:

Picking up, opening and counting mail, $.003 per entry; primary reading for rules and boxtops, $.005 per entry; secondary reading for duplicates and "fair" entries, $.0075 per entry; final judging .0015 per entry; total, $.017 per entry.

This is considered a fairly low estimate, but should be the minimum in computing any contest.

By the time the additionals have been included, the cost runs to approximately 2 cents per entry. Of course there are contests that cost 5 cents each, when there is much checking to be done.

The question of "duplicate prizes" is one that is gradually coming to the foreground. It usually pops up once during each contest when a publicity boy conceives the bright idea of *really* giving a duplicate set of awards. All budgets should be prepared for the possibility of such an emergency.

For those who are statistically inclined, the following figures on returns might prove of interest.

Type	*Time (weeks)*	*Prizes*	*Returns*
Slogan	6	$2,100	145,000
Jingle	8	2,500	240,000
Letter	8	1,500*	420,000
Title	6	5,000	245,000
Handwriting	3	1,500†	262,000

* Weekly; † Daily awards of $100.

In all these contests the percentage of facsimiles was under 1%.

XUM

Uniform Accounting Pondered by FCC

Would Eliminate Present Confusion in Station Data; Immediate Action Is Not Deemed Likely, However

INTRODUCTION of uniform methods of accounting by broadcast stations, to be used as a vehicle for providing the FCC with reasonably comparable data on station operations, may be required under new policy being considered by the staff of that agency.

Whether the FCC in the final analysis will seek a uniform system of cost accounting for all stations or will attempt to procure this data by questionnaire or some other means, has not yet been determined. The matter has been discussed in Commission circles for some months and was precipitated originally with the suggestion that an economics unit on broadcast matters be created within that body.

Commission research on this subject goes back more than a year. The desire is to procure data which would be consistent for all stations so that a dollar on the books of one station would mean the same thing as that on the books of another. The thought is not that of invoking upon stations any rigid methods which would work a hardship, but of procuring data in one way or another which would enlighten the Commission and permit it to more intelligently prescribe general rules of station operation.

Comment Withheld

Official comment was not forthcoming but there have been a number of indications that the Commission and its accounting department are thinking along this line. A few weeks ago, for the first time in the history of the FCC, an FCC accountant was called in by an examiner in a broadcast hearing to testify on the proper form of an operating statement of a station. Moreover, applicants themselves have been turning more and more to the practice of introducing detailed economic information at hearings through expert witnesses.

There appears to be no immediate prospect to introducing new policies on accounting methods but the subject is expected to be one to which the Commission itself will devote considerable time. Before any broad policies would be introduced there would be a public conference at which broadcast licensees would be in a position to express their viewpoints on the type of data to be included.

Very little information on the fiscal operations of stations has been available. On renewal applications, filed each six months, the FCC requires bare statements of gross and net revenues along with an average breakdown of monthly expenditures for talent, equipment and other large bracket items. This information, however, is not at all comparable in individual cases, since stations use divergent methods of bookkeeping.

Should the Commission decide to pursue such a course, it probably would be inclined to follow the procedure it uses for telephone carriers. It has three classifications for such carriers based on gross income, with the larger carriers submitting reports covering detailed operations while a middle group submits less detailed information and the smallest group supplies very simple data.

Presumably, the broadcast reports might be broken down into categories covering a Class "A" group having gross incomes of possibly more than $250,000 per year; Class "B" from $50,000 to $249,000, and the miscellaneous class, or the "C" category, covering stations with incomes of less than $50,000. In the latter group might be 100 watters in smaller markets, daytime stations and others upon which the burden of filing detailed reports might be construed as onerous.

Yet another system that might be adopted would be to base the reports on power and channel classifications, such as clear, regional and local and part-time.

Rate Control Lacking

Despite fear of rate regulation of stations, it is generally believed that a uniform accounting policy, if and when adopted, would not be employed in any effort toward that goal. In the first place, it has been clearly established that the FCC, under existing law, does not have authority to regulate rates, since broadcasting stations are not defined as public utility common carriers. There has been some speculation, however, of possible ultimate limitation of profits of stations, but this view also is discounted on the theory that the authority is lacking insofar as the FCC is concerned under existing law.

Purely in the realm of speculation, the thought has been advanced that limitation of profits possibly could be invoked through special tax laws but this does not appear to be imminent. The FCC, under the broad authority with which it is empowered to insure that licensees serve public interest, convenience and necessity, might be in the position to enunciate policy holding that stations realizing more than a specified amount of profit would not meet the public interest requirement, but this again is regarded as a remote possibility.

On the other hand, the fact that broadcast licensees enjoy only a six-month license would be a strong argument against rate regulation or limitation of profits in any form. The hazard to the broadcaster operating under a short-term license in the face of a heavy investment would militate against regulation of profits or of rates, it is felt.

A uniform cost accounting system for stations was recommended by the NAB in 1934, at which time Philip G. Loucks, Washington attorney, was managing director. A special committee headed by H. K. Carpenter, now general manager of WHK-WCLE, Cleveland, drafted a proposed standard system in cooperation with a group of certified public accountants. It was recommended that stations voluntarily adopt the system, but there was nothing mandatory about it. A number of stations, it is understood, have followed this procedure but the lack of uniformity in station ownership of stations has tended to retard general adoption of the standard form.

Nearly two years ago the FCC accounting department began its study of the broadcasting financial structure under special order of the FCC and in the course of its researches delved deeply into the NAB proposed standard contract form.

Use of a reasonably uniform method of accounting would tie into the proposal—discussed nearly a year ago by Commissioner T. A. M. Craven, then FCC chief engineer—that an economics unit be established within the FCC to consider economic aspects involved in all broadcast applications. The nature of competition, ability of a community to support additional facilities and similar data would be accumulated by such a unit for the edification and benefit of the FCC in determining broadcast cases. Solicitation of standardized accounting data, it is felt, would become a necessary prerequisite in establishment of such a unit—probably within the accounting department, of which W. J. Norfleet is head.

Would Require Time

Comdr. Craven has drafted a detailed economics report based largely on testimony adduced at the so-called broadcast allocations hearings of October, 1936, before the Broadcast Division. This report is expected to recommend creation of the economics unit. The report has been held up by the FCC pending reorganization under the chairmanship of Frank R. McNinch.

Originally the recommendation contemplated setting up the economics unit within the engineering department and as a part of the broadcast section of that department. Since then, however, the division form of FCC operation has been abolished with all departments functioning directly under a seven-man Commission. Consequently, it is logically anticipated that the new recommendation will be that the economics unit be established under Chief Accountant Norfleet.

Even with the spade-work for uniform fiscal information already done, the task that remains is a large one, including ways and means of effectuating such a policy, should it receive FCC approval and the likelihood of a hearing to get all possible information having a bearing on the subject. Thus, it is estimated roughly that possibly a year would elapse before fixed policy could be established.

Because of the natural reticence of any industrial group to bare its inner workings to the scrutiny of all comers, it is logically presumed that a strict mandate would be embodied in the projected policy against publicity of any information procured. In other words, it is felt that the information would be kept strictly confidential as far as the FCC is concerned, with that agency itself simply to use the information as a broad basis for declaration of policy in general station operations. One of the first reactions of the industry, it is felt, would be that this information might be culled by the Internal Revenue Bureau and that if the FCC statements did not reconcile themselves with those submitted in tax returns, litigation might ensue.

DAVID PENN MEETS DAVID PENN

And WCOL Throws a David Penn Day to Celebrate —A Lot of Confusion About Names—

THE telephone jangled in the news room of WCOL, Columbus, recently, and the operator announced that David Penn would like to see David Penn. David Penn, WCOL's ace newscaster, laid aside his script and waited. Into his busy office walked David Penn, a student at the Ohio State U. high school. He said that inasmuch as he listened regularly to David Penn's news programs and that his name, too, was David Penn they ought to meet each other. The WCOL newsman agreed. The younger Penn also confessed that he had a yen to become a news commentator. So the WCOL promotion staff set aside a David Penn day. The elder Penn took the younger Penn under his journalistic arm for the day and showed him all the ropes. In addition, the younger Penn read a portion of one of the news programs. Incidentally, the two Penns are no relation and they both are southpaws! The WCOL newsman has one daily news strip sponsored by San Felice cigars and the rest by the Dunn-Taft Co., local department store. The picture shows the younger David Penn editing a news story while David Penn, the elder, studies his work.

David Penn Meets David Penn

Minnesota Promoted

A GROUP OF businessmen of Minnesota on Dec. 5 started a full-hour Sunday evening program on WCCO, Minneapolis; KDAL, Duluth; WMFG, Hibbing; WALB, Virginia, and KROC, Rochester, Minn. Program, featuring the Minneapolis Symphony Orchestra and entitled *March of Minnesota*, promotes good-will for industry in general and each week pays tribute to a different town in the state. Agency is BBDO, Minneapolis.

7

Seven letters in SUCCESS
Seven letters in FAILURE
Seven letters in RESULTS
Seven letters in CHICAGO

WLS

50,000 Watts
Clear Channel!

Possibly the difference between the *Success* of your advertising and its *Failure,* might well be the *Results* to be obtained from a campaign in *Chicago*—on WLS, of course!

WLS Gets Results!

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, *Pres.*
GLENN SNYDER, *Mgr.*

National Representatives: John Blair and Company

XUM

Keeping the Editorial Page Out of Radio

By WILLIAM S. PALEY*
President, Columbia Broadcasting System

Cause of Democracy Served by American Broadcast Plan, Which Provides a Nonpartisan and Open Forum

BROADCASTING may be divided, somewhat arbitrarily, it is true, into three broad categories. The first is public affairs. The second, for want of more exact language, I shall call culture and education. The third is entertainment.

If I were talking about broadcasting in the countries of the dictators I should have a simple story to tell. In those countries broadcasting has been owned by the state and used by the state to mold the people to its will, with the people compelled to listen to what their rulers wanted them to hear and barred from hearing anything else.

In America it has been different. We were pioneers and there was no authoritarian hand to mark out a path for us.

In the beginning we stumbled and groped. We saw only dimly the possibilities of mass communication, the complex and often conflicting avenues that were open to us. We were new in a world that was changing and changing fast. Economic necessity was driving the man in the street, the man in the factory and the man on the farm to take a deeper and a more active interest in the public affairs and the politics of his country.

Power of Radio

As more and more millions abroad were forced to lay their liberties on the altars of dictators, Americans, slowly realizing that democracy anywhere might be threatened and even lost, found themselves newly and intimately and deeply concerned with the drama of Europe and the chief actors in it.

While all this was happening, the evidence was accumulating that broadcasting could move the actions of men. People would listen, they would understand, and they would act. Living participation in the events of the world and of the nation — events great and small—had arrived. Frontiers melted like mirages, cold type turned into the warm voices of real men; ideas, good and bad, traveled farther and faster.

Naturally once so powerful a thing as broadcasting had proven itself, all sorts of people and all sorts of interests wanted to use it for all sorts of purposes. Manifold evidences of this desire forced us to think, to decide and to act. Particularly in the realm of public affairs did we need, as we grew in experience, to develop a code of ethics. We were under a very compelling necessity to do our best.

Public confidence and goodwill was the only thing we could rely on to perpetuate the system in which we believed. Seldom if ever has private enterprise had stronger motives for trying to serve the public interest. I come now to some of our major conclusions, the practices which flow out of them, and the reasons for them. Most fundamental in my own mind is this:

Broadcasting as an instrument of American democracy must forever be wholly, honestly and militantly non-partisan. This is true not only in politics but in the whole realm of arguable social ideas.

To put it another way, we must never have an editorial page, we must never seek to maintain views of our own, on any public question except broadcasting itself. Moreover, we must never try to further either side of any debatable question, regardless of our own private and personal sympathies. Of course I do not mean that any broadcaster as an individual may not on occasion express his own views like any other citizen. I state this principle of non-partisanship first and I state it as emphatically as I can because I believe this is the cornerstone of democratic broadcasting.

You will perceive at once a striking difference between our position and that of the press. Let me point out the reason for that difference and at the same time try to clear up some of the confusion that has existed as to the meaning of such terms as "freedom of the air", "freedom of the press", "censorship", "editorial judgment" and the like.

MR. PALEY

I realize that having dwelt in the beginning on the power that lies in broadcasting I must offer logical evidence to back my conclusion that we ourselves must not use that power in the realm of controversial ideas, political or otherwise. Now, freedom of the press as I understand it, means the right of the publisher or the editor to express any view he happens to hold on any public question and even to refuse to publish the utterances of those who seek to controvert his views. He may even use his whole publication for the sole purpose of furthering his own ideas.

Why may the press be as editorially partisan as it pleases, while we may not? For the reason that there can be an unlimited number of publications devoted to countless purposes whereas the number of broadcasters is rigidly limited for physical reasons and therefore an editorial attitude on the part of broadcasters would always carry with it the danger of one side of a vital argument being maintained preponderantly or even exclusively. If an editor's views are stodgy, or unpopular, or if he rides hobbies that bore most people, he pays the penalty of dwindling circulation, but he has violated no public obligation.

If you accept my definition of freedom of the press, let me next define freedom of the air as I and nearly all other broadcasters understand it. Freedom of the air means the right of a speaker to express any views he may hold on any question of general interest. He must be guarded, and he is guarded in that right, regardless of how the operators of network or station may themselves feel about the thing he discusses. If he is not libelous or otherwise unlawful, if he is not obscene, if he does not seek to provoke racial or religious hatred he may say whatever he pleases over the air. I admit that ordinary questions of good taste or good manners sometimes arise, but virtually always they can be satisfactorily settled by consultation with the prospective speaker.

Right here I want to admit, too, that isolated instances of violation of this canon can be found. Most of them lie in what is for radio the distant past. Occasionally one is due to sudden emergency and lack of time for proper consideration; now and then someone, somewhere blunders.

A Fair Air

The next great principle in keeping American broadcasting forever keyed to the needs of our democracy is "Fairness of the air." By that I mean that no discussion must ever be one-sided so long as there can be found anyone to take the other side. The party in power must never dominate the air. No majority must ever monopolize. Minorities must always have fair opportunities to express their views. Again, because the number of broadcasters is limited by physical necessity and since, in the case of networks, millions listen at one time, it is imperative that all sides be fairly treated. Moreover, the dramatic velocity with which ideas reach the nation through this new medium, the compelling attention gained by those who, in this modern way, contend in person in the public arena of thought and opinion, the degree to which our people have come to rely on the radio for first-hand contact with men and events, all thunder this same democratic moral of freedom and fairness. For us wilfully or by the

(*Continued on page 34*)

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*Text of address delivered at Second National Conference on Educational Broadcasting Nov. 29-Dec. 1 at Chicago.

Educators Concede Program Deficiency; Seek Means to Arouse Greater Interest

WHEN the Second National Conference on Educational Broadcasting met Nov. 29-Dec. 1 in Chicago under the auspices of 27 educational and cultural organizations, the educators and not the broadcasters were put on trial. Rather than simply criticize the radio industry, nationally-known educators discussed ways of improving educational programs and for the first time openly admitted they had failed to provide programs of wide listener appeal. Significant was the fact that not a single speaker condemned the American plan of private ownership and, on the whole, commercial stations were highly praised.

Mr. Kay

To the conference came outstanding industry figures to explain and defend the American plan. William S. Paley, CBS president, spoke brilliantly in defense of commercial radio and the benefits of competition [Text of Mr. Paley's speech on this page].

Lambdin Kay, general manager of WSB and WAGA, Atlanta, represented the local station and his summary of radio's development put the meeting on a practical basis. A colorful pioneer in the industry, Mr. Kay told how radio has influenced the life of the ordinary listener. Discarding highflown theories, he graphically narrated the story of the early years when the question was not "What shall we do with radio?, but "What *is* radio?" Step by step he traced the development of radio control by governmental agencies and paid tribute to the FCC for "establishing a system of channels that made the best reception possible under inherited limitations."

Benefits of Advertising

In defense of commercial broadcasting Mr. Kay pointed out that "advertising has produced the goods and services which give Americans the highest living standards enjoyed by any people on the globe." "The cost," he continued, "when split up among many stations and advertisers, was, and remains, relatively nominal when compared to the fabulous values contributed toward the public interest."

Finally he explained the position and capacity of the present day broadcaster. "In 16 years we have turned out the professional broadcaster—a type of specialist trained after a generation of experience," he said. "He can run his business better than any banker or elevator boy or preacher or professor and

(*Continued on page 58*)

XUM

SPEED!

AND ACCURACY TOO!

. . In News Casting!

A battery of automatic printers feed a constant stream of news bulletins on world happenings as covered by the ace reporters of the International News Service. WMCA reports these happenings in five regular daily programs. News of transcendal importance is broadcast the instant it breaks! *SPEED!*

. . In News Dramatizations!

Five nights a week at 7:15 and Sundays at 9:00, "Five Star Final" is on the air "to bring you news of the world we live in—Love, Life, Hate, Heroism"—made vividly real! *SPEED!*

. . In Gangplank Interviews!

As the big ships come and go, WMCA reporters interview the celebs at the pier. The doings of these famous personalities are always headline news. *SPEED!*

. . In Theatre Reviews!

Less than an hour after the curtain falls on a broadway premiere, the WMCA theatre critic is on the air with his candid review of the show—impressions that brook neither fear nor favor. *SPEED!*

. . In Roving Reporters!

There is a human-interest angle to every news story! WMCA Roving Reporters uncover the human side—often in the form of exclusive scoop interviews with the news makers themselves. *SPEED!*

. . In Spot News!

A burning dirigible—a devastating flood—whatever the calamity that makes news banners scream, is an SOS to the WMCA staff. By remote control, by short wave, or whatever it takes—WMCA men set speed records in relaying their eye-witness accounts of the disaster. *SPEED!*

NEW YORK'S
OWN STATION

WMCA

FCC to Revise Applications To Delete Present Loopholes

Will Require More Detailed Disclosure to Avoid Citations of Type Involved in Segal-Smith Case

TO INSURE full disclosure of information relating to the status, responsibility and qualifications of applicants for broadcasting facilities, the FCC shortly will issue a revised application form eliciting far more detailed data than heretofore required.

Necessity for far-reaching revisions in a measure was traceable to the disclosures made in the hearings in October involving Paul M. Segal and George S. Smith, Washington attorneys, and which the FCC decided Dec. 4. By tightening the application forms, it is presumed matters that arose in the citations involving the attorneys will be avoided in the future. Charges against Mr. Smith were dismissed by the FCC while Mr. Segal was suspended from practicing before that body from Dec. 6 to Feb. 5.

The present broadcast application form (No. 301) has been in force practically since the FCC came into being in 1934, but was revised slightly last year. It comprises eight pages of interrogatories. The new application form, now in the last stages of production, probably will run a dozen pages, and will cover both applications for new stations and for modifications of license covering new facilities.

Publicity Campaign

The FCC opinion, which followed eight full days of hearing in October, was by unanimous vote of the six commissioners participating. It comprises 31 pages, more than half of them devoted to circumstances surrounding and reasons for the disqualification of Commissioner George H. Payne by his colleagues for "personal prejudice, bias and malice."

Charges against the two attorneys, instituted and made public under Payne's direction last May, were found without basis except in two instances in which Mr. Segal formed corporations at the behest of clients, which corporations applied for facilities without disclosing the real identity of the principals in the applications before they were set for hearing. This procedure, common among practitioners before the FCC, was found to be without justification, the opinion stating that "nowhere in the law may it be inferred that an application may be filed under oath for a totally undisclosed principal or undisclosed party in interest."

The lengthy opinion referred to the testimony at the hearing of a number of the leading lawyers who practice before the FCC as to the good character and reputation of Mr. Segal. "No other fact or act of alleged misconduct in his life as a lawyer for ten or more years has been called to our attention," the opinion stated. "This testimony shows that Mr. Segal's standing, character and integrity as a lawyer has been of the highest."

"We also take judicial notice of the fact that wide publicity has been given to the charges contained in the two orders of the Commission," the opinion added. "This publicity has existed for a period of more than six months and that necessarily during this time the respondent, Segal, has been more or less under a cloud because of these charges, and that necessarily his practice must have been adversely affected."

In only two of the five cases into which the Commission inquired did it find that the grounds were justified. These had to do with applications in which the actual principals were Henry P. Rines, operator of WCSH, Portland, Me., and Earl C. Reineke, president of WDAY, Fargo, N. D. In the first instance the Palmer Broadcasting Syndicate Inc., was formed to seek new facilities in Maine and in Cheyenne, Wyo., and in the second Commercial Broadcasters Inc. was formed to apply for a new station in Moorhead, Minn. Allegations of impropriety involving applications for stations in Johnson City, Tenn., Pawtucket, R. I., and Logan and Provo, Utah, also dug up by Payne as chairman of an investigating committee, were dropped.

In the two instances cited, testimony of the principals during the hearings showed they intended to disclose their identities at the usual public hearings before examiners. The Commission's opinion stated that under the law it is possible to grant applications without hearings. There was no mention, however, of that fact that in all such instances there is a protest period and, moreover, that in each case the existence of competitive applications would have made hearings mandatory.

Disqualification of Payne

Seventeen pages of the 31-page decision were devoted to reasons why five commissioners upheld the motion to disqualify Payne from sitting in the proceedings after an undisputed affidavit had been filed that Payne threatened to "get" the two attorneys and had given out publicity designed to cast reflection upon them even before the formal charges were made. Messrs. Segal and Smith are counsel for BROADCASTING in a $100,000 libel suit instituted by Payne, still pending in the local courts.

That portion of the opinion dealing with the "bias" charges, in which Commissioner Walker alone dissented on the grounds that the Commission was without jurisdiction to disqualify a fellow member, and in which no words were minced, read in part as follows:

"The facts alleged in the affidavit, particularly those alleged in paragraphs 1 to 4, both inclusive; those relating to statements alleged to have been made by Commissioner Payne to the public through the press on several occasions, and to the public over the radio in the course of a speech, concerning matters at issue in this proceedings; those to the effect that Commissioner Payne made efforts to give the charges against the respondents wide publicity; and those charging attempts on the part of Commissioner Payne through 'inaccurate statements' to press columnists 'to bring the affiants into disrepute and to facilitate his plan to bring about, if possible, the disbarment of affiants', if true, amply support respondents allegations that Commissioner Payne had personal malice, bias and prejudice against the respondents by reason of which he would be unable to act impartially in the proceeding. In consequence the Commission could not dismiss the motion on the ground that it was not sufficient in law."

McNinch Gratified

VERY "gratifying" results from the newly instituted system of handling political and other inquiries directed to the FCC, were reported Nov. 30 by Chairman Frank R. McNinch. At a press conference he said he had made inquiry to ascertain the results of the notice instituted Nov. 15 designed to eliminate politics in the conduct of the FCC. Mr. McNinch declared that a "marked falling off" in the number of inquiries made to the Commission has been detected and that there have been none during the last fortnight dealing with the merits of cases. He expressed gratitude over this "wonderful cooperation", asserting that the FCC is not receiving suggestions, recommendations, or even "significant inquiries" about pending cases.

FCC Adopts New Procedural System With Rotating Plan to Handle Routine

INVOKING an entirely new procedure in handling its duties, the FCC on Dec. 1 began functioning under the system of rotation whereby particular routine and non-policy making activities are assigned to individual commissioners for a month at a time.

Simultaneously, a motions docket was established for the hearing and determining of matters arising under FCC rules relating to purely preliminary judicial motions and interlocutory pleadings relating to procedure.

The three-division method of regulation having been abolished Nov. 15, the Commission henceforth will act as a body on all matters other than those of a purely routine nature. Effective Dec. 6, a new schedule of meetings became operative. The seven-man Commission will meet on broadcasting matters on Wednesday instead of Tuesday as it has in the past. If it is unable to complete its broadcast docket on that day, it will carry over until Friday of the same week.

On each Tuesday, at 10 a. m., the Commission will consider telephone and telegraph matters. Each Thursday is set aside for oral arguments on cases already heard by examiners and in which reports have been issued.

Announcement of the new orders allocating functions was made by Chairman Frank R. McNinch, emergency head of the FCC, at a press conference Nov. 30, to become effective the following day. Action was taken Nov. 29, at which time Commissioner T. A. M. Craven, who had been absent from Washington, returned for one day to participate in the drafting of the order. He immediately returned to Havana, to resume as chairman of the American Delegation at the Inter-American Conference there.

Mr. McNinch emphasized that the new procedure provides for delegation to members of the Commission and staff heads the authority to act upon matters of a routine, engineering or emergency character. He pointed out all these matters require prompt action and that the steps taken will insure promptness and also tend to relieve the Commission itself of much detail and routine. This procedure, he

(*Continued on page 63*)

Double Mint CBS Series Is Based on Double Motif

WM. WRIGLEY Jr. Co., Chicago, for the first time will start air advertising of its Double Mint gum using a new comedy-variety show *Double or Nothing*, on a 65-station coast-to-coast CBS hookup, starting Dec. 26. Emanating from Chicago the program will have a double motif throughout. There will be two comedians, Al Shaw and Stan Lee; a double piano team, Sutton & Bliss; singing duo, Jack Brooks & Paul Small; girl duo, Betty & Jean, and a double quartet. The show is authored by Bob Hafter, with Carl Hohengarten furnishing music and George Watson as m. c. Program will be broadcast at 6:30-7 p. m. Included among the 65 stations are three in Montreal, Toronto and Honolulu making Wrigley the first advertiser using both Canadian and Hawaiian stations on a network.

In addition to the Doublemint show, Wrigley is continuing two other CBS shows for Spearmint. They are *Poetic Melodies* broadcast over 45 CBS stations daily except Saturday and Sunday, and *Scattergood Baines*, on 6 CBS West Coast stations, a quarter-hour five times weekly. Neisser-Meyerhoff Inc., Chicago, is agency.

KWNO to Start Jan. 1

WITH the appointment of A. E. Mickel as manager, the new KWNO, Winona, Minn., 100 watts daytime on 1200 kc., will go on the air on Jan. 1, 1938, according to an announcement by the *Winona Republican-Herald*, whose publishers will be the chief owners of the station. Mr. Mickel until recently was manager of KFJB, Marshalltown, Ia., where he was succeeded on Nov. 21 by Homer Griffith, formerly known as the "Friendly Philosopher" over various stations where he was sponsored by Mantle Lamp Co. A Western Electric transmitter and a 199-foot Blaw-Knox radiator are being installed.

Johns-Manville Discs

JOHNS-MANVILLE Corp., New York, will use five-minute transcriptions on a small list of stations, starting in February. Reports that Gabriel Heatter has been signed for the campaign could not be verified through the agency, J. Walter Thompson Co., New York.

XUM

DISCOVER THE ITALIAN MARKET AND YOU WILL FIND A BILLION DOLLAR MARKET

THE ITALIAN MARKET concentrated one hundred miles around the city of New York is a billion dollar market, with its own buying habits, its own wholesale and retail outlets and its own advertising mediums. There are 2,300,000 Italo-Americans living and prospering in New York, New Jersey, Connecticut, Pennsylvania and Delaware. We reach this market every hour of the day and every day of the year through WOV, WBIL, and WPEN, broadcasting programs especially designed and produced to entertain and sell the Italo-American listeners. We have done so for the past five years coming to the conclusion that the only way to sell the Italian Market is the Italian way. We will be glad to place at your disposal, with no obligation on your part, whatever knowledge we possess of the Italian Market of America.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRryant 9-6080

WPEN ★ WOV ★ WBIL

PHILADELPHIA, 1000 Watts   NEW YORK, 1000 Watts   NEW YORK, 5000 Watts

XUM

Attempt to Muzzle Radio Is Charged

AN ATTACK upon the Administration, alleging that it is attempting to muzzle the press and that it also "has its fingers on the air waves," was launched in the House Dec. 6 by Rep. Crawford (R-Mich.). In extending his remarks in the *Congressional Record,* Rep. Crawford used as his thesis a remark by Postmaster General Farley, chairman of the Democratic National Committee, in a recent radio address in which he inferred that he preferred using radio because "it will be uncontaminated by coincident editorial comment." Praising radio for the great benefits that have accrued to the people in its development, Mr. Crawford said, however, he was in disagreement with the Postmaster General when he stated that "if it were not for this new agency of communication the public mind would inevitably be confused."

Mr. Farley's remarks as chairman of the Democratic Committee, the Congressman declared, implied that the Democratic Party will resort wholly to radio in its campaigns of 1938 and 1940. The Michigan member also criticized the Treasury for ignoring newspapers and even broadcasting stations in its advertising campaigns to boost the sale of United States Savings bonds. He said that advertising policy did not seem consistent with good business practice. Discussing radio, Rep. Crawford said:

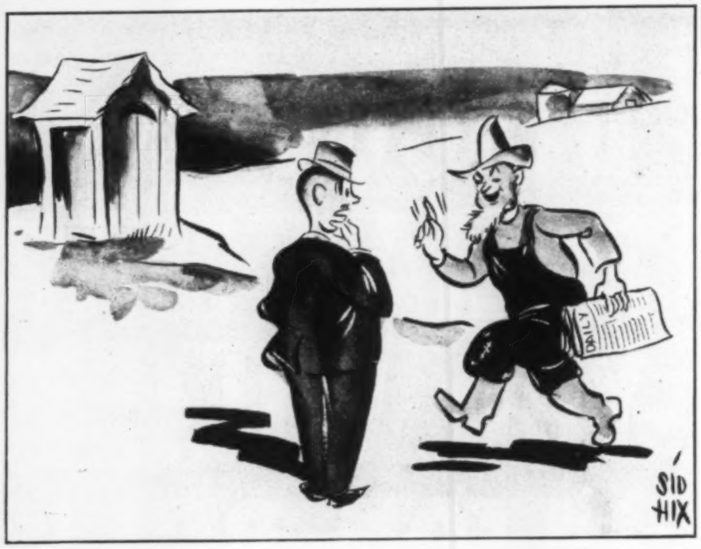
"The Federal Government has a closer grip on the radio stations than it has on the newspapers. The broadcasting stations must renew their licenses every six months. They depend entirely upon the partisan FCC to keep competition out of their broadcasting field. In protecting this field, the Commission indirectly protects the revenues because the stations derive their income from their advertising field. With the six-months' renewal regulation there is a close relationship between the broadcasters and the Administration. Then, too, alterations and improvements at the station must bear the approval of the Government. The Administration has its fingers on the air waves. As yet it has not attempted to stifle speech on the air waves but the facilities for so doing are within its reach."

Five Star Sponsor

COMMUNITY OPTICIANS, Long Island City, N. Y., has assumed sponsorship of *Five Star Final,* news dramatization, heard six days a week on WMCA, New York, and the Intercity System. Contract, effective Dec. 5, is for 13 weeks, placed by Commonwealth Adv. Agency, Boston. The optical chain has also become one of the participating sponsors of *Six Star Revue,* WMCA's three-hour daily sports and variety program, of which General Mills is another sponsor.

Lorillard News

P. LORILLARD Co., New York (Muriel cigars), on Dec. 14 started *Headlines,* dramatized news program to be heard Tuesdays and Thursdays from 7:30 to 7:45 on WOR, Newark. Show is produced by Ben Rocke; agency is Lennen & Mitchell Inc., New York.



Drawn for BROADCASTING by Sid Hix

"You'll Never Convince Me, Elmer, That Radio Will Take the Place of the Newspaper."

Newspaper and Religious Ownership Mark Argument of KSD-KFUO Case

NEWSPAPER-ownership and religious-ownership of stations marked the argument of the KSD-KFUO case, argued Dec. 2 and 3 before five commissioners of the FCC. Commissioner Craven, who was attending the Havana Conference, and Commissioner Payne were absent during the arguments which began with a severe criticism of Examiner Seward's report denying the application of KSD, owned by the *St. Louis Post Dispatch,* for full time on 550 kc. with 1,000 watts night and 5,000 day and favoring the application of KFUO, owned by the Lutheran Synod, to share one-half of the time proposed for KSD. At present the stations share time on the basis of 91 hours a week for KSD and 26½ hours for KFUO.

Attorneys for KSD were Donald Richberg, former NRA head; Seth Richardson, former Assistant U. S. Solicitor General; Paul M. Segal and George S. Smith. Counsel for KFUO was J. Edward Burroughs and George O. Sutton.

Mr. Richberg opened the argument with a denunciation of the examiner's report, charging that it did not follow the record and that it obscured the facts. He warned that action on it by the Commission "could not be justified by a court." Tracing the development of KSD from its inception in 1922, Mr. Richberg emphasized its pioneering aspects and subsequent development. He told how it had given a part of its time to KFUO in 1924 and traced the series of negotiations and disagreements which prompted KSD to ask for full time.

Public Service

The conflict, he charged, was between a non-profit religious organization seeking to convert its listeners by extensive missionary work and propaganda, and a commercial station equipped and staffed to perform "a real, public service". "Public preference," he declared, "is the only safe guide to public interest, unless our government is to be given over to propaganda." More than 74% of KFUO's programs, he continued, are "religious denominational propaganda" and since only 2% of the Lutherans in America live in St. Louis, KFUO appeals to only 100,000 listeners. KFUO broadcast 55 sermons in one week and repeated seven of them, he charged.

Chairman McNinch, who had taken a keen interest in the argument, asked Mr. Richberg to explain his "conception of the Commission's duty concerning the deletion of a station that is solely religious." Mr. Richberg said that as a general proposition the Commission has no specific duty to withdraw a station rendering a general service whether it is a religious or commercial station. He cited the WOW-WCEJ case (57 Fed. 2nd) wherein a religious station was not deleted because it was rendering a general, public service. He referred to the Unity School case (69 Fed. 2nd 571) wherein a religious station was deleted because it was not rendering a public service. The danger in granting the KFUO application, he said, lay in the fact that hundreds of other religious, political and economic groups would clamor for stations. This would result in "a welter of discordant voices, each pleading for its special cause."

"The whole trend of democratic government is against special interests getting special privileges," he concluded.

Just before Mr. Richberg concluded his argument, Commissioner Brown asked him to explain his views on newspaper ownership of radio stations. There are at present about 200 newspaper-owned stations in the United States and 14 church-owned stations. Mr. Richberg replied that in general newspaper ownership is not extensive enough to create a problem of serious moment. He added that competition between newspapers and between radio stations is far too keen to allow the press to dominate radio. He pointed out the powerful influence of the networks, none of which is controlled or owned by newspapers, as being a "stabilizing influence to those who feel that the press may gradually absorb the radio industry."

Newspaper stations, he declared emphatically, were in the forefront as pioneers in radio and that the radio industry owes a great debt to the advances made possible by this pioneer work. "The development into the field of broadcasting," he said, "is a natural thing for the press, and radio simply furnishes another means of achieving the aims and ideals of all newspaper owners." He compared the advertising facilities of the two media and endeavored to show that the acquisition of stations by newspapers was in the natural course of an economic and social trend.

He preferred to solve the problem, he continued, by applying the government's test of whether or not a station served in the best public interest to individual stations be they newspaper-owned or not. And in this connection he referred to the power of the FCC to correct abuses by carefully examining license renewals and applications for construction permits. Mr. Richberg concluded that he thought "radio too new for ultimate policies to be formulated."

In his reply, Mr. Burroughs, for KFUO, praised the examiner's report and charged Mr. Richberg with making "picayunish criticisms". He tried to establish that KFUO is non-sectarian and in his summation held "there must be some place in our system for a government franchise to be available to a non-profit organization."

Attorney Seth Richardson in rebuttal for KSD referred to a long list of exceptions to the examiner's report "brilliantly compiled by Mr. Segal and every one of them substantiated by the record". He charged the KFUO attorneys with bringing to the case the "stock and well-worn argument of the big commercial station over-riding the rights of the little religious station."

EXAMINER FAVORS NEWSPAPER GRANTS

GRANTING of two of the four applications for new 1,000-watt stations on the 940 kc. regional frequency, heard jointly last June 16 by Examiner John P. Bramhall, was recommended by the examiner in an FCC report made public Dec. 3. The conditional granting of a third was also recommended, the fourth being recommended for denial. All of the proposed stations would be newspaper-owned.

Examiner Bramhall urged that the Commission authorize new stations to be built by the *Tulsa World* and the *Tampa Tribune,* each to operate with 1,000 watts night and 5,000 day on 940 kc. He recommended a 1,000-watt full-time grant to the El Paso Broadcasting Co., provided Dorrance D. Roderick, publisher of the *El Paso Times,* abandon his recently granted application for a new 100-watter in that city, which grant is now pending appeal to the courts on the part of KTSM, El Paso. Mr. Roderick is also the chief stockholder in the El Paso Broadcasting Co.

The application of KGKL, San Angelo, Tex., now operating with 100 watts night and 250 day, which seeks to improve its facilities with 1,000 watts night and 5,000 day on 940 kc., was recommended for denial. KGKL is controlled by the same interests that publish the *San Angelo Standard* and *Times.*

The ARIZONA Network

Announces the Affiliation of

KSUN

BISBEE • LOWELL • DOUGLAS
250 Watts Day • 100 Watts Night

The addition of KSUN to the link already established by KOY between that station and KGAR Tucson is a further step in the progress of KOY to give Arizona people the best possible radio service.

To advertisers this three station hookup offers maximum coverage of Arizona's major markets at a reasonable cost—and from which commensurate results can be expected.

In its first year of the present ownership KOY has installed new equipment throughout, has established local programs of outstanding interest, has brought the Columbia network to Arizona and through Transradio Press gives listeners complete national and local news. The result—Arizona has gone KOY—and KOY advertisers profit accordingly.

KOY Manager—Fred Palmer **KGAR Manager—Frank Howe** **KSUN Manager—H. Carleton Morris**

The Arizona Network is affiliated with CBS and Transradio Press.

The Voice of Arizona

KOY

For rates, time available and all details, consult John Blair Company, Chicago, New York, Detroit, San Francisco, and Los Angeles, or write KOY.

1000 Watts • Day and Night Affiliate

Burridge D. Butler, *Chairman*
Fred Palmer, *Manager*

LAST CALL

for advertising Copy for the 1938 Year Book Number

Postal Telegraph

IF YOU HAVE NOT RESERVED SPACE,
IN THIS IMPORTANT ISSUE . . .
WIRE YOUR RESERVATION,
TODAY! RUSH YOUR COPY!

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG ★ WASHINGTON, D.C.

THE YEAR'S BEST OPPORTUNITY FOR EFFECTIVE PROMOTION

Radio Is Not a Public Utility, U. S. Appellate Court Holds

Economics of Industry Are Given Recognition In 'St. Louis Star Times' and Utah Cases

IN THREE opinions handed down Dec. 6, the U. S. Court of Appeals for the District of Columbia wrote fundamental law pertaining to broadcasting, holding among other things that broadcasting stations are not public utilities.

In two cases, it sustained the decision of the FCC, granting the *St. Louis Star-Times* a new regional station to operate on 1250 kc. with 1,000 watts full time. In so doing it dispensed with the competitive application of WIL, St. Louis local, for the same facilities, and declined to sustain the contention of KSD, operated by the *St. Louis Post-Dispatch*, that the FCC first should pass upon its application for full time and that it was entitled to priority over an applicant for a new station.

Possibility of further litigation was indicated by Washington counsel for WIL, Louis G. Caldwell and Donald C. Bealar. They might seek to petition the Supreme Court for a writ of certiorari. The *Star-Times* application was filed in November, 1935, and the WIL application for the same facilities was filed the following month. The FCC already has assigned the call KXOK to the *Star-Times*.

Utah Rulings Sustained

In addition to the two St. Louis applications, the court sustained the FCC decision denying the applications of Great Western Broadcasting Association for new 100-watt stations in Provost and Logan, Utah, on the ground that Great Western failed to show the citizenship of the only stockholder and failed to establish financial qualifications and other necessary data. An appeal of KDYL, Salt Lake City, from the grant of a new 100-watter in that city to Utah Broadcasting Co. was dismissed.

It was in the St. Louis cases that the court held broadcasting is not a public utility and in the Great Western cases that it cited economic factors and held an established station must be preferred to a new applicant where the effect of granting of an application for a new license will be to destroy the ability of the holder of the old license to carry on in the public interest. It said that in the latter instance the application should be denied.

Another important ruling in the WIL appeal was that the Commission must render its statement of facts and grounds for decision at the time of its decision. Pointing out that this was not done in the WIL-*Star-Times* case, the court, however, concluded that in this case the failure of the Commission to file its statement simultaneously with the order was "harmless error" since WIL was held to have suffered no damage from it.

All three opinions were rendered by Chief Justice J. Lawrence Groner, who was elevated by President Roosevelt to that post last month. Participating with him were Justices Robb, who has since retired, and Miller, a new member, along with Chief Justice Wheat of the District of Columbia Supreme Court, who was drafted to sit in the cases. Thus, only two of the present members of the court participated.

Pointing out in the KSD appeal that it was contended a broadcasting license is a public utility and that a new utility ought not to be allowed to enter the field until an old established utility is given opportunity to extend its service, the court discussed at length its contention that a broadcasting station is not a public utility. This ruling provoked considerable discussion in radio circles because it was in direct conflict with a ruling of the same court in 1929 in the so-called General Electric cases when it held that broadcasting stations are a "peculiar public utility". About a year afterward, in the Brinkley case, in which KFKB, Milford, Kan., was ordered deleted, the court held that "the business of broadcasting is impressed with a public interest."

Mr. McNinch's Viewpoint

Adding zest to this particular ruling also was the statement of Chairman Frank R. McNinch of the FCC, upon assuming office in October, that he regarded broadcasting as a type of public utility but that he was not convinced in his own mind that it was a "common carrier".

WORLD'S SMALLEST—Transmitter was recently presented by O. B. Hanson (left), NBC vice-president and chief engineer, to Jules Charbneau, owner of a miniature museum. The transmitter was developed at NBC while shortwave experiments were in progress, weighs less than a pound, and transmits a wave of one meter's length on 300,000,000 cycles. Its sending radius is four miles.

Answering the KSD contention that stations are a public utility, the court asserted it had never said that a station is a public utility "in the sense in which a railroad is a public utility". Generally speaking, it added, that term comprehends any facility employed in rendering quasi-public service such as waterworks, gas works, railroads, telephones, telegraphs, etc. The court stated:

"The use and enjoyment of such facilities the public has the legal right to demand; but its right to the use and enjoyment of the facilities of a privately-owned radio station is of a much more limited character. We have often said that radio communication as contemplated by the Act constitutes interstate commerce and involves the public interest and that in this respect Congress could exercise its power to regulate it.

"But the power of Congress has not yet been extended to the point of fixing and regulating the rates to be charged by the licensee or the establishment of rules requiring it to serve alike the entire public in the use of its facilities. Nor has Congress assumed the right to limit the profits on the basis of its investment or otherwise. The licensee of a radio station chooses its own advertisers and its own program, and generally speaking the only requirement for the renewal of its license is that it has not failed to function and will not fail to function in the public interest.

"As long as this continues to be the policy of Congress the term—public convenience, interest or necessity—should not be given such a broad meaning as is applied to it elsewhere in public utility legislation. And so we hold that the Commission as a matter of positive duty is not required to give the owner of an existing station priority to enlarge or extend its facilities because alone of the primacy of its grant."

In deciding the WIL appeal, the court in effect instructed the Commission to enter its statement of facts and grounds for decision simultaneously with its decision. Chairman McNinch has indicated that this is one of the reforms he proposes to introduce at the FCC.

Pointing out that the question is not new, the court said it could not assent to the position of the Commission that to give binding effect to its orders the Act requires it to do no more than to make a "stark finding one way or the other that the public interest, convenience and necessity will be served." To sustain this position, the court said, would be to ignore the "reasonable implications inherent in the language of the Act (402-C) that the Commission shall file a full statement in writing of the facts and grounds for its decision."

After reviewing the law with relation to the FCC decisions, the court said it unquestionably requires the Commission in every case of appeal to file not only the record and its decision but a statement of facts of the grounds of its decision.

Economic Injury

In the third issue in the Utah cases — the Intermountain appeal from the decision the Utah Broadcasting Co. to build a local station in Salt Lake City—the court held that since the other two stations in the city are on networks "it is not difficult to see why the Commission decided that public interest would be served by the construction of a local non-network station in Salt Lake City."

It pointed out, however, that Intermountain did not suggest or claim that the financial or economic interests of Intermountain are adversely affected by the action in granting the Utah Broadcasting application. It added:

"If that were the contention we should have a wholly different case, for we are by no means in agreement with the contention frequently urged upon us that evidence showing economic injury to an existing station through the establishment of an additional station is too vague and uncertain a subject to furnish proper grounds of contest. On the contrary, we think it is a necessary part of the problem

(*Continued on page 65*)

FCC Slowed Down on Docket Decisions As Result of Recent Ruling by Court

THE STERN ruling of the U. S. Court of Appeals for the District of Columbia Dec. 6, that the FCC must issue its grounds for decision coincident with announcement of its rulings in docket cases, has slowed down FCC action on such cases to a walk.

The immediate effect of the court's ruling in the WIL-*St. Louis Star-Times* case was reflected at the FCC meeting Dec. 8—its first regular broadcast session under the new organization—at which it passed over all docket cases. It will not be in a position to decide those cases until it has a written statement setting forth the facts and the grounds for its action so that parties in interest will be fully aware of the Commission's reasoning and in a position to appeal. Heretofore, the FCC has simply announced its bare decision in broadcast cases with the statement of facts and the grounds written by the law department to conform with the ruling some weeks and even months later.

In the WIL appeal it had been contended the FCC did not release its statement of the grounds until 60 days after the decision had been rendered, and Chief Justice J. Lawrence Groner established the new ruling on the basis of that issue.

Justice Groner said that while the reduction of factual findings in given cases to a concise statement in writing requires time, there is no reason why this should not be done, with the formal finding of facts issued only when an appeal is taken. This is construed to mean that the FCC can issue a short statement of its facts and grounds at the time of announcing its opinion and then supplement it with a more detailed statement if an appeal is taken.

Whether the new procedure will slow up FCC decisions in the future remains to be seen. It is felt, however, that once the FCC orients itself and becomes accustomed to the new procedure, it will be able to keep abreast of docket cases without hardship. The new procedure does not affect routine broadcast matters unless there is a controversial element and a hearing has been held.

The court edict has the affect of nullifying a recent pronouncement of FCC Chairman Frank R. McNinch that statements of the grounds for decision would be issued only in "novel" cases. The Groner ruling is interpreted as requiring issuance of such statements in all docket cases and leaves no discretion whatever to the FCC. Chairman McNinch also had stated it would be his effort to reform the whole procedure of delayed issuance of the statements and to try to close the gap completely. With the court ruling, simultaneous issuance of the decision and the statement covering it becomes mandatory.

Propaganda Claim Denied by German

Educational Service Declares Discs Not Nazi Promotion

CHARGES that the German Educational Service is an organization for the promulgation of Nazi propaganda throughout the United States by offering recordings without cost to stations, were emphatically denied by Ernst Kotz, head of the Service's New York branch. "Our organization is purely cultural," he told BROADCASTING, "and we have no political ambitions or affiliations. From Germany we receive records of German music and speech which we lend without charge to anyone wishing to use them. The bulk of requests comes from teachers who wish their students to hear German spoken correctly and from German-American societies for use at their parties and special meetings. A number of radio stations also use them on their German hours."

Mr. Kotz, who is employed by NBC to broadcast news in German and to announce German programs broadcast for European listeners via its shortwave station W3XAL, said that the records are largely musical and that the others, which include descriptions of German cities, dramatic sketches and readings, contain no propaganda for the Nazi regime. National Socialism is not an article of export, he said, and Germans living abroad are forbidden to take any interest in the political situations of other countries. Mr. Kotz added that while he is a German citizen he is not a member of the National Socialist party.

Shipped Direct

Questioned as to the number of radio stations broadcasting records supplied by his organization, Mr. Kotz said that he could speak only for the New York area, as the records are shipped directly from Germany to each district Service group, and that there is no national organization of the Service. He said that he had sent records to two stations in New York and two in Philadelphia, adding that there was not much demand for them in the East as they are standard Telefunken and Polydor records and are available at many music stores, which will often supply stations with records without charge in return for a courtesy mention on the air.

Dr. Kotz was identified by William Leick, reporter for the *Cleveland Press*, in an article Nov. 16 as New York chief of a Nazi-controlled propaganda effort in this country alleged to stem from Herr Goebbels, Hitler's Minister of Propaganda. In his article, Leick named Rev. John Foisel, pastor of St. John's Church of Cleveland, as agent for Ohio, Michigan and Indiana, and quoted Foisel as admitting freely that he was sending batches of free recordings to Midwestern radio stations, most of the recordings being musical but some carrying Nazi propaganda "with varying degrees of subtlety."

According to Leick, who heard auditions of the records, 22 records will be purely musical but three will carry such remarks as:

> "We owe Der Feuhrer thanks for the beautiful automobile highways that now criss-cross Germany. He has personally supervised this great work."
>
> "A new spirit prevails in Germany, infused by Der Feuhrer, whose untiring efforts for a new and united Germany should inspire every German at home or abroad."

The *Cleveland Press* reporter also ascertained from Rev. Foisel that Germany is also planning to use its agents to distribute "educational" movies in this country.

FREE AIR AND PUBLIC EVENTS

WOW to Appeal Trespass Fines as Result of WIBW Charges Covering Cornhusking

FINED $10 each in a justice of the peace court for alleged trespassing on charges preferred originally by an official of WIBW, Topeka, Foster May, news editor of WOW, Omaha, and two engineers of that station through their counsel, served notice after their trial in the rural courtroom at Miami, Mo., Dec. 8, that they intended to appeal in an attempt to establish a "free air" principle in the broadcasting of big public events.

The alleged trespass episode occurred Nov. 4 at Marshall, Mo., where the National Cornhusking Championship was held. The Topeka station had arranged for exclusive rights to the broadcast, and the trespass was claimed when May put WOW's mobile unit into action to test from the contest grounds over the protest of WIBW. May and his crew were ejected from the grounds but rented a nearby field and carried the broadcast.

An impressive array of legal talent appeared in the makeshift rural courtroom to defend the WOW men, charged with the minor technical offense. The Missouri statute covering trespass says that such an offense can only occur when the land in question is marked or posted by written signs saying "keep off." Testimony was introduced to show that the field where the alleged trespass took place was not so marked. There was no testimony that May or the engineers attempted to get into the field proper where the contest took place, which field was marked "keep off."

FOSTER MAY

More than 100 overall clad villagers and farmers attended the trial.

"We contend that WIBW acted in violation of public policy when it tried to bar WOW from broadcasting this event," said John J. Gillin Jr., manager of WOW. "We are only beginning to fight to establish the principle that it is not only a station's right but a station's duty to broadcast such events as the National Cornhusking Tournament."

KELA Now on Full Time With Its Staff Completed

NOW on the air on full schedule, the new KELA, Centralia, Wash., reports that it has completed its staff headed by J. Elroy McCaw, who is also 25% owner of the station. Mr. McCaw also holds the title of commercial manager with Joe Chytil as his assistant. Paul Corbin, formerly with KHQ, Spokane, and KWSC, Pullman, is program director, and Richard Downie, formerly with KWSC, is assistant program director. Chief engineer is Samuel Norin, formerly with KXRO, Aberdeen.

Other staff members are Garland Baker, traffic director; DeWitt Morris, operator and announcer; Arnold Werner, musical director, and Francis Specht, publicity director. The station operates with 500 watts on 1440 kc., having been authorized by the FCC last July 2. It is equipped with Western Electric transmitter, speech input and amplifier and RCA frequency and modulation monitors. It subscribes to Transradio Press.

Ice Industry Contest

NATIONAL ICE ADVERTISING Inc., New York, (association of ice and refrigerator industry), has started a twice-a-week series on NBC-Red featuring Eleanor Howe, home economics expert. Miss Howe, who lives in Chicago, will go to New York each week. Prizes of $5 will be awarded for suggestions used on the air, and $1 to those whose contributions are used in a weekly mail bulletin. A letter-writing contest will be conducted. Prizes will be one refrigerator a week for 50 weeks. Agency is Donahue & Coe, New York.

Six Get Tex-Sun

ADVERTISING Tex-Sun as "America's Sweetest Grapefruit," the Rio Grande Valley Citrus Exchange, Weslaco, Tex., has contracted with the Butler Recording Studios, Dallas, for 117 transcribed one-minute spot dramatizations. Scheduled for distribution early in December, the spots will be placed on WJJD, Chicago; WWJ, Detroit; WHB, Kansas City; KSD, St. Louis; WGAR, Cleveland; KXYZ, Houston. Agency is Leche & Leche Adv., Dallas.

DON WILSON and Ken Carpenter, ace NBC announcers on the West Coast, will report the Rose Bowl football game for the radio audience, and Bill Stern, star NBC sports announcer, will describe the Sugar Bowl game at New Orleans, when the two New Year's Day gridiron classics are broadcast by NBC under its exclusive deal.

ROTARIANS PICKED FOR RADIO SURVEY

THE *Rotarian Magazine*, Chicago, organ of Rotary International, is distributing program questionnaires to the several thousand clubs belonging to the organization. The questionnaires were submitted, the magazine says, by "one of our leading advertisers" who "wants to learn more about the radio listening habits in the families of representative businessmen the country over."

"He feels that our readers are most typical of this substantial group and in return for our help in securing answers to a few simple questions, he promises us several pages of advertising. You may want to check these programs in consultation with your family or from your own individual experience. You do not have to sign your name or reveal your identity. Your cooperation in filling it out will mean more income to The Rotarian, so we send in advance our thanks for this mutual help."

The questionnaire lists nine programs for each day of the week; asks which one, if any, is preferred each day, and if there are other favorite programs not listed.

Lord & Thomas Officials On Coast for New Series

WITH American Tobacco Co.'s new program, *Your Hollywood Parade*, starting Dec. 8 on NBC and the *Mickey Mouse* series scheduled to start on that network Jan. 2 under sponsorship of Pepsodent Co. eastern executives of Lord & Thomas, agency handling the accounts, made Hollywood their mecca in early December.

James G. Rogers Jr. and William Griffin, account executive and copy chief respectively on the Lucky Strike account and both from New York, were on the West Coast to check up on the commercials for *Your Hollywood Parade*. Herbert B. Glover, the agency's New York publicity director, conferred with S. Charles Einfeld and Robert Taplinger, advertising manager and publicity director respectively of Warner Bros. First National Studios on exploitation activities in connection with the series. Also on the West Coast was Edward Lasker, the agency's New York radio director, to check on activities. David Noyes, vice-president and head of Lord & Thomas Chicago offices, was in Hollywood to confer with Tom McAvity, the agency's radio manager in the latter city, on the forthcoming Pepsodent Co. program.

Musterole - Zemo Discs

MUSTEROLE Co., Cleveland (Musterole), and E. W. Rose Co., Cleveland (Zemo), are starting a spot campaign on 24 stations, using transcriptions of the *Carson Robison & His Buckaroos* programs broadcast three quarter-hours weekly on 45 MBS stations. Programs are placed through Erwin, Wasey & Co., New York, and are recorded by the WOR recording laboratory.

Stations include: WHAM WJAX WHAS WSB WSOC WMC WTMJ WSM WEBC WWL WFAA KPRC KSL KVOO WFBM WOAI WWVA KWKH WDRC WIBA WGY WMBD WPTF WIS.

XUM

Now in December

FOR ALL the good things of the earth we shout "Noel!" and give praise, according to our custom, now in December. We thank heaven that the comet which is traveling toward the earth has not arrived as yet, or hadn't at the moment of writing. We are drunk with the mild glee of another year rolling by without our getting our thumb caught in a bowling ball and that with only two weeks remaining to complete the year, this great station has hit a new high in total time sold. We are glad that some hundred odd sponsors have used us with success within the year and hereby wish them a choice slice of the fruited cake on Christmas day and the days that will follow it. Glad, too, that the points of our skis are still curled up, after a summer of neglect; and that the vitamins in beer are tasteless. We are grateful for the more than 1,000,000 letters which people have sent us in the year and hereby acknowledge their receipt. Thankful that, though many things in life change, some things remain the same . . . such as the way 18,000,000 people in the area we serve buy 18½% of the nation's goods sold at retail, and that though they voted to continue an experimental rather than a traditional form of democracy, 4,000,000 of the families in this area still own radios. We thank heaven, too, for the recovery of our rubber plant which was pruned with a dull knife in the tenth month of the year.

WGN

Anti-Radio Tirade Lures *Free Press*

Succumbs to Scurrilous Drive; Hopkins Answers Fallacies

ITSELF the onetime chief owner of WJR, Detroit, the *Detroit Free Press* in latter November aligned with what appears to be a concerted anti-radio campaign by printing an editorial bitterly assailing "the abuse of radio in this country." An undercurrent campaign of publicity known to be under way is believed to have suggested the editorial outburst, which drew from James F. Hopkins, manager of WJBK, Detroit, a strongly worded reply to the newspaper's editor.

The *Free Press* is edited by Malcolm Bingay, at one time a radio commentator, and the newspaper has occasionally taken a "sour" attitude toward its local radio competition. Mr. Hopkins, assailing the newspaper itself for alleged defects, wrote it to say that "admittedly radio is not perfect. And many within the industry are working to raise the quality of the material that goes on the air. Unfortunately, the problem is an economic one, for the radio station, like the newspaper, depends upon the advertiser for its support. When the consumer-listener becomes sufficiently irked to let his reaction be known, you will find the broadcasts changing to conform with his desires."

Literature Distributed

Anti-radio literature, including mimeographed copies of speeches assailing the broadcasting industry and criticizing the FCC, have been circulated widely in recent weeks as obvious "plants" designed to incite certain newspapers to take slaps at the industry. The wording of the *Pree Press* editorial is suggestive of some of this literature. It reads as follows:

> The abuse of the radio in this country is unquestionably history's most glaring example of the perversion of a tremendously valuable invention into a public nuisance—and worse.
>
> And the most discouraging thing about it is that in many respects it is becoming worse instead of better.
>
> Apart from a few really splendid programs, which bring entertainment and information to the radio audience, American listeners, if they tune in any longer, are compelled to listen to advertising claims which no reputable newspaper would print, to dirty and suggestive inuendoes respecting persons in the public eye, to false and misleading propaganda deliberately designed to get this Country mixed up in European politics again.
>
> Grave as is the menace which this sort of broadcasting creates when adults listen to it, what must be its effect on the minds of children, who will be the citizens of the future?
>
> The forces of decency have made their voice heard in other directions.
>
> Will they continue to ignore the increasing abuse of the radio to mislead and corrupt the public mind, when it might be used as the most valuable means of communication and entertainment and education ever perfected by the hand and mind of man?

Buys Basketball

GENERAL BAKING Co., New York (Bond Bread) has bought time on WIRE, Indianapolis, for basketball games. Total time will run about 14 hours. Agency is BBDO, New York.

HOME ECONOMISTS AS SALESMEN

Housewives Listen and Govern Their Buying Habits Accordingly, Says KSFO Commentator

The author, director of the Home Science Institute, of KSFO, San Francisco, recently told the California State Retail Grocers Convention at Del Monte what home economics programs can do for grocers. She conducts the daily participating "Friendly Homemaker" and appears on the CBS "Western Home" program on the West Coast. Loose-Leaf recipes and food notes are mailed monthly to her listeners. Following are excerpts from her talk to the grocers.

By ELMA LATTA HACKETT
KSFO, San Francisco

ELMA HACKETT

THE SERVICE is being given by home economists on the radio all over the country and most gratefully used by the housewife. Instead of getting in the usual rut, and serving a few dishes over and over, the modern radio-conscious housewife has infinite variety on her table at low cost. How do we sell the product of the sponsor on the program? Better, I think, than is possible through any other medium. You may impress a label on a woman's mind through newspaper, magazine, or billboard so that when she goes into a store she glances over the labels, and chooses the advertised brand. But, that woman may not have thought of buying a can of beans today, until her favorite home economist tells her of "Blank's Fine Baked Beans", the simplicity of their service, the excellent meal plan that can be built around them, and down she dashes to you, and demands "Blank's Beans".

She may never have been enthusiastic about canned spinach. But, the home economist on the air can create an appetite, even for canned spinach, by telling the housewife how to prepare it in a beautiful ring mold or souffle, adding the fact that she will do well to buy "Smith's Garden Fresh Spinach", which is "green in color, and with never a grain of sand in it". And the listener buys it—buys everything the radio voice tells her to buy, once that voice has gained her confidence, with its sincerity and its proven choice of quality products.

Some Experiences

Though every home economist on the air undoubtedly has the same results, may I quote a few experiences from my own few years on the air, to prove that women listen, and women buy? I spoke a few sentences back of the service you can give women by planning a simple inexpensive daily meal plan. I have no information that tells me that other women on the air do the same, but I plan meals *one day in advance*, because I believe women should do their shopping early, instead of dashing in during your busiest time—and because I believe your customer buys more intelligently and you serve her better, when she comes in earlier in the day.

Occasionally, in times of special cake baking discussions, or other such prolonged chatter, I have dropped the daily meal plan for the time being—to have a barrage of mail come to my desk asking me, please, never to do that again . . . that the listener had come to depend on that service so that she was lost without it!

As proof of the fact that we economists on the air help to move merchandise from your shelves, may I again revert to the personal, because, of course, I know my own listeners best. Naturally, we are always interested in letters from listeners which say, "I bought this product because I heard you recommend it." If you are one of the many who think women do not write such things in letters, may I say that we jot down such remarks on legal size sheets of paper—and treasure them—and I have in my files, over a hundred sheets of such excerpts, with an average of 15 quoted remarks per page, each saying that the listener bought the advertised product and found it all that was claimed for it.

The distributor puts the product on the shelves—proper advertising moves it off, with a profit. What better medium could the producer choose than the home economist on the air, who, in her intimate, friendly way, comes into your customer's home via radio, tells her of the sponsor's product, and tells her, too, *how* to use it.

Venereal Disease Talks Sought by 100 Stations

MORE than 100 broadcasting stations have ordered electrical transcriptions of two talks on venereal diseases by Dr. Thomas J. Parran, Surgeon General of the United States, and Dr. Ray Lyman Wilbur, president of the American Social Hygiene Association. This was reported Dec. 8 in a pamphlet on *Social Hygiene and the Public Mind* issued by the association, which headquarters at 50 W. 50th St., New York, which supplied the discs.

"Just as those newspapers and magazines with the courage to publish articles on syphilis received credit for it," the ASHA reports, "the radio stations which permit discussion on the air — and the great broadcasting chains too—deserve praise for opening up this powerful and wonderfully persuasive avenue of public education." It points out that MBS, NBC and CBS have all carried talks on venereal diseases, though they first "hesitated" to do so while "numerous individual stations took a different position."

RCA Drops From Opera After Demands by Union; Will Follow With Spots

RCA's announced sponsorship of the Saturday afternoon broadcasts of the Metropolitan Opera on NBC-Blue in behalf of RCA-Victor products was to have begun on Dec. 4, but was suddenly canceled day before the first broadcast, which was aired on a sustaining basis. Reason is insistence of musicians union that each member of the pit orchestra be paid an increase of $12 per hour if the broadcasts are sponsored, a tidy sum when the orchestra averages 85 men, with perhaps 20 more for Wagnerian operas. Questioned as to previous years when opera has been sponsored, officials of AFM Local 802, having jurisdiction over New York musicians, told BROADCASTING that in former years the contract called for a premium of $12 per man for the entire performance in case of sponsorship, but that the 1937-38 contract called for a boost to $12 an hour. He expressed surprise at the last minute cancellation as he said there is no reason that RCA should not have known all along what the rate was. Officials at RCA and NBC refused to comment on the situation.

American Guild of Musical Artists refused to comment beyond stating that the contracts of AGMA members with the opera management do not call for increased compensation in case of sponsorship.

RCA will use announcements on 87 Blue stations immediately following the opera to advertise RCA-Victor musical products. Opera is carried by 94 stations, but seven will not accept announcements. Length of announcement is one minute on some stations and two minutes on others, depending on the rate. Campaign is placed through Lord & Thomas, New York.

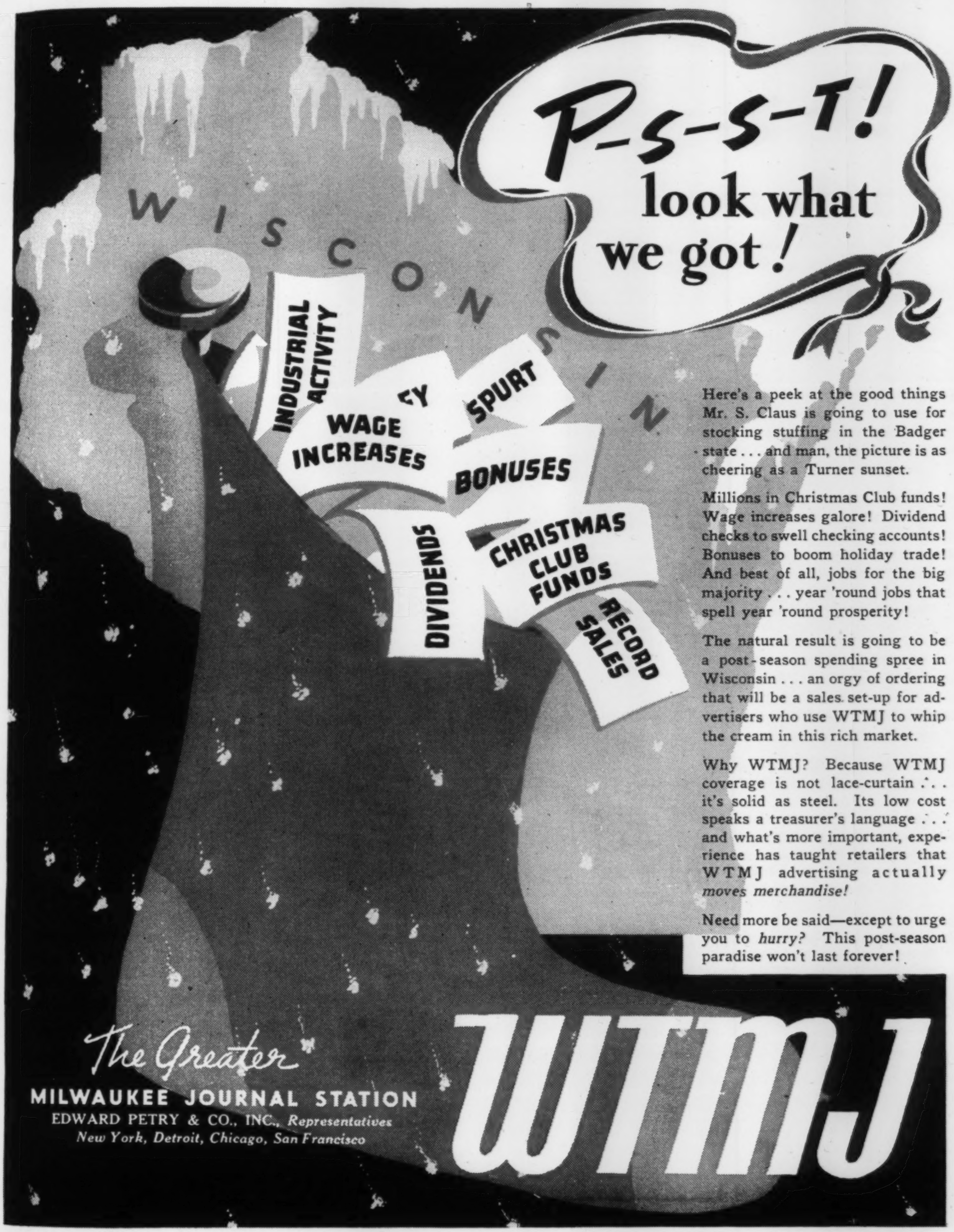
'Hotel' Changes

CAMPBELL SOUP Co. will change the pattern and talent personnel in its CBS *Hollywood Hotel* program by Jan. 1 if plans now under way are carried through. Ken Murray and Oswald are scheduled to leave the show at the close of the year to head a new series for a refrigerator account. Added as a regular feature may be a "name" master-of-ceremonies. Louella Parson's previews will continue and it is understood that Raymond Paige orchestra, Frances Langford, Jerry Cooper and Anne Jamison, will be retained.

Bosco Back on Air

BOSCO Co., New York (milk amplifier), will start a three-a-week quarter-hour show featuring Don Ross, singer and actor. Program will start Jan. 3 on WOR, New York. The company is a subsidiary of Wm. S. Scull Co., Camden, N. J., and has just become a separate organization. Previously spots have been used, placed through Fletcher & Ellis. Bosco advertising is now handled by Kenyon & Eckhardt Inc., New York.

RADIO broadcasting will be subject of a *March of Time* film to be released shortly, in connection with which cameramen have been taking shots of various NBC departments at work.


P-s-s-t!
look what
we got!
WISCONSIN
INDUSTRIAL ACTIVITY
SPURT
WAGE INCREASES
BONUSES
DIVIDENDS
CHRISTMAS CLUB FUNDS
RECORD SALES

Here's a peek at the good things Mr. S. Claus is going to use for stocking stuffing in the Badger state . . . and man, the picture is as cheering as a Turner sunset.

Millions in Christmas Club funds! Wage increases galore! Dividend checks to swell checking accounts! Bonuses to boom holiday trade! And best of all, jobs for the big majority . . . year 'round jobs that spell year 'round prosperity!

The natural result is going to be a post-season spending spree in Wisconsin . . . an orgy of ordering that will be a sales set-up for advertisers who use WTMJ to whip the cream in this rich market.

Why WTMJ? Because WTMJ coverage is not lace-curtain . . . it's solid as steel. Its low cost speaks a treasurer's language . . . and what's more important, experience has taught retailers that WTMJ advertising actually *moves merchandise!*

Need more be said—except to urge you to *hurry?* This post-season paradise won't last forever!

The Greater
MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO., INC., *Representatives*
New York, Detroit, Chicago, San Francisco

WTMJ

XUM

it's Butte's MAIN STREET

Home Address:
MAIN STREET, U.S.A.

IN THE showrooms of General Motors dealers everywhere the new 1938 automobiles of the General Motors family are now on display.

When you view these cars we believe you will find many fresh instances of the sound and steady progress which General Motors, since its inception, has sought to bring to automobile design.

You will note that new standards of performance have been set, and that new qualities have been added to the ride.

You will observe that improved appearance is uniformly characteristic of all our cars. Factors of safety, comfort and ease of operation have been enhanced through continuance and development of such features as Knee-Action, No Draft Ventilation and the Unisteel Turret Top Body by Fisher. Each car in its field, we sincerely believe, represents a new high in utility and value.

• • •

Tonight, in Alabama, a cotton planter will go to bed quite unaware that he has helped to build an automobile.

A silver miner in Colorado, a cattle rancher in Wyoming, a sugar cane planter in Florida, a machine tool maker in Connecticut, will go about their daily lives feeling no part, perhaps, in the enterprise which is General Motors.

But the truth is, in every state in the Union, such men by the hundreds of thousands contribute to and reenforce the basis of General Motors merit.

For our products begin in the mines, mi
fields and factories of all America—in t
raw materials there produced.

Before a single wheel turns in any GM pl
our purchases have already begun the p
ess of moving money to Main Street—
pockets of farmers, the tills of factori
bank accounts from which many a p
is met.

• • •

But this is not the only way in wh
products of General Motors are m
Main Street.

In recent years we have pursued a
policy of decentralization—in order
more jobs for more people in more

We have found that living costs go
living standards up as industry
spread—that sometimes the oppos
when industry is too closely mas

We have learned that the probl
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So we have sought to ext

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HOME FOLKS TO ALL T
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To picture how truly the home
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you have only to consider this l
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towns in which General Motor
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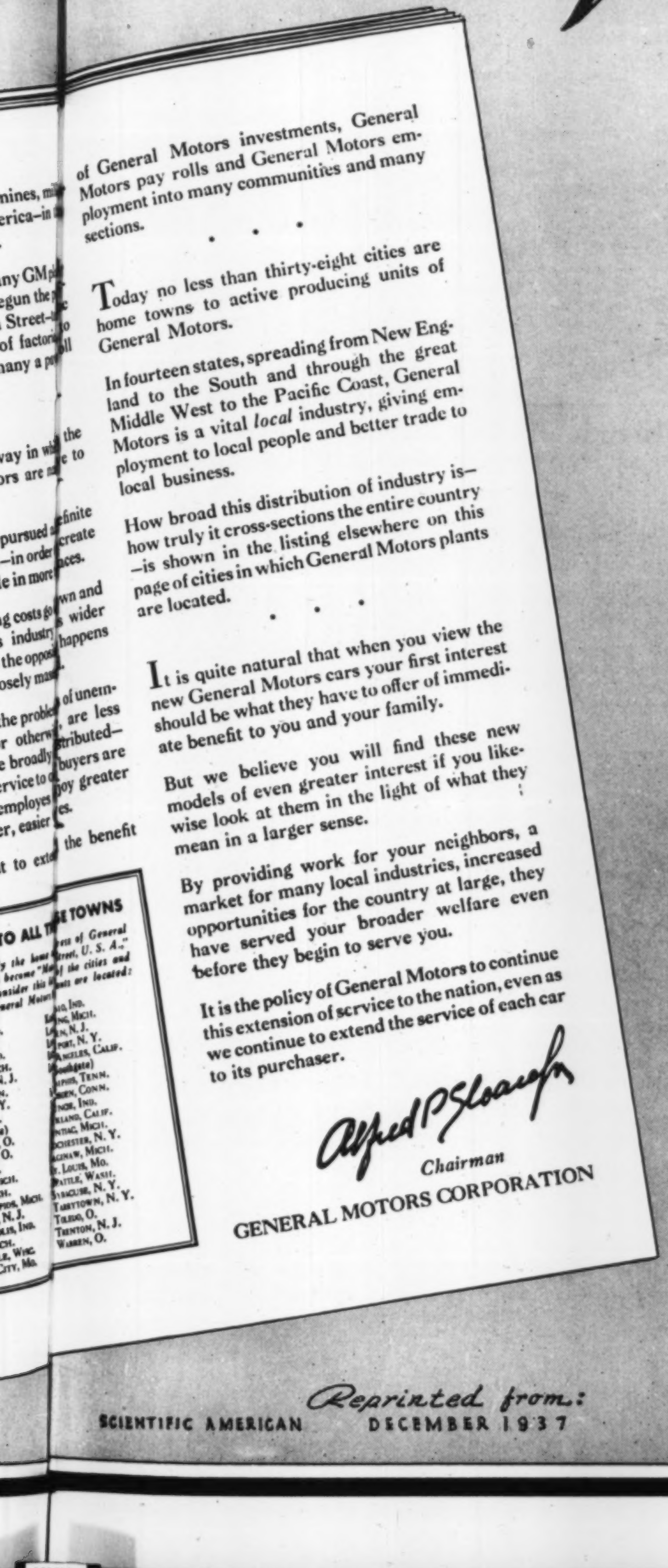
Anderson, Ind.
Atlanta, Ga.
Baltimore, Md.
Bay City, Mich.
Bloomfield, N. J.
Bristol, Conn.
Buffalo, N. Y.
Chicago, Ill.
(LaGrange)
Cincinnati, O.
Cleveland, O.
Dayton, O.
Detroit, Mich.
Flint, Mich.
Grand Rapids, Mich.
Harrison, N. J.
Indianapolis, Ind.
Ionia, Mich.
Janesville, Wis.
Kansas City, Mo.

io, Ind.
ng, Mich.
n, N. J.
port, N. Y.
Angeles, Ca
(Southgate)
phis, Tenn.
en, Conn.
ncie, Ind.
kland, Calif
ntiac, Mich.
chester, N.
ginaw, Mich
. Louis, Mo.
attle, Wash
yracuse, N.
Tarrytown, N
Toledo, O.
Trenton, N.
Warren, O.

SC

. . . and you'll like it!



of General Motors investments, General Motors pay rolls and General Motors employment into many communities and many sections.

. . .

Today no less than thirty-eight cities are home towns to active producing units of General Motors.

In fourteen states, spreading from New England to the South and through the great Middle West to the Pacific Coast, General Motors is a vital *local* industry, giving employment to local people and better trade to local business.

How broad this distribution of industry is—how truly it cross-sections the entire country—is shown in the listing elsewhere on this page of cities in which General Motors plants are located.

. . .

It is quite natural that when you view the new General Motors cars your first interest should be what they have to offer of immediate benefit to you and your family.

But we believe you will find these new models of even greater interest if you likewise look at them in the light of what they mean in a larger sense.

By providing work for your neighbors, a market for many local industries, increased opportunities for the country at large, they have served your broader welfare even before they begin to serve you.

It is the policy of General Motors to continue this extension of service to the nation, even as we continue to extend the service of each car to its purchaser.

Alfred P Sloan Jr

Chairman

GENERAL MOTORS CORPORATION

Reprinted from:
SCIENTIFIC AMERICAN DECEMBER 1937

General Motors selects Butte's Main Street as typical of the Main Streets of U. S. A.

General Motors selects KGIR as its radio outlet to put more G.M. cars in the Butte area.

For more distribution and quicker turnover along the highways, byways and Main Streets of the Butte area put your product on KGIR and KPFA.

When you buy KGIR you get the added coverage of KPFA, Helena, at no additional charge.

•

KGIR

NBC

BUTTE · MONTANA

Affiliated with

KPFA *Helena* KFPY *Spokane*
KRSC *Seattle* KXL *Portland*

Ohio State Begins Educational Study

Radio Courses in Four Areas Are Slated for Analysis

ANOTHER educational survey financed by the Federal Radio Education Committee and consisting of a five-year study of broadcasts designed for school use, has started under the direction of I. Keith Tyler of the Bureau of Educational Research, Ohio State U. The Rockefeller Foundation has set aside $69,000 to pay for the first two years of the survey and it is expected that funds for its completion will be drawn from the committee's general education fund to which NAB members have been asked to contribute $83,000 [BROADCASTING, Nov. 15].

National and local broadcasts planned for use in schools will be studied and specific areas to be analyzed include Chicago, New York, Detroit and California. Major purposes of the investigation are to gather evidence of the effectiveness of selected school broadcasts in achieving specified educational objectives and to develop criteria that will be helpful in determining new methods of making radio in the school more effective.

This survey differs from the study of radio techniques begun recently at Princeton U [BROADCASTING Nov. 1], in that it is confined to the analyses of school broadcasts and the practical effects of radio as an educational medium in the class room. The Princeton survey, likewise financed by the Rockefeller Foundation, is concerned with the general effect of radio on family life and the use of radio in propaganda and politics as well as a detailed analysis of program types.

Mr. Tyler's committee includes J. Wayne Wrightstone, formerly of Columbia U; Norman Woelfel, former editor of *Social Frontier;* Alton O'Steen, formerly of Minnesota U, and Louis Heil of Ohio U.

Mexican Programs

Arranged under the direction of Prof. William S. Hendrix, director of romance languages at Ohio State U., a Sunday evening series emphasizing the cultural relationship between Mexico and the United States has started on seven Mexican stations. The programs which began Nov. 21 with talks by Josephus Daniels, U. S. ambassador, and Eduardo Hay, Mexican secretary of state, will continue through Feb. 27 and will be financed by the Rockefeller Foundation. The series will include discussions of Mexican literature, music and drama. Mexican stations carrying the broadcasts include shortwave: XEXA, XECR, XEUZ and XEBT; long wave, XEPD, XEFO and XEB.

Program Insurance

DON LEE Broadcasting System, Los Angeles, has made application to Lloyd's of London for insurance on the Mutual-Don Lee broadcast of the New Year's Day Tournament of Roses Parade at Pasadena, Cal. The application requests insurance against one-sixteenth of an inch of rain within four hours previous to the parade which will be described in a two-hour transcontinental broadcast, according to Van C. Newkirk, Don Lee network director of public events.

A Non-Radio Owning Newspaper RAPS BACK AT A CRITIC OF RADIO

Editorial in the *Boston Traveler,* Dec. 4

Federal Communications Commissioner Henry Payne is one of the government's big bosses of radio. The ether waves, you see, are the inalienable property of the public, and the government only lets the broadcasters use them—the waves, not the public.

". . . the average program of the broadcasters is addressed to an intelligence possessed by a child of 12," said Payne. "It is important to raise this average to the adult age; otherwise there is danger that radio will perpetuate mental immaturity in the grown-up.

"There is the danger," he went on, "that radio and the movies will in time make us a nation of grown-up children. Radio must be prevented from stopping the growth of the American mind."

So spoke the commissioner.

Sort of a case of "make me a child again just for Monday and Friday nights between 7:30 and 7:45."

In the first place, commissioner, you must have been reading a book, one of those books that talk about 12-year-old intelligences and 16-year-old intelligences and the national median.

Just what is a 12-year-old intelligence, commissioner? And what do you listen to on the radio—the symphony concerts or Charlie McCarthy? We plead guilty to both charges. What does that make us—senile?

Don't you worry about the radio, commissioner. After a few looks at some of the hokum federal bureaus send out, we think they think we are still holding up our pants with a safety pin.

Over in England the government runs the radio and it cannot touch ours for quality of programs.

Better listen again, commissioner.

Keeping Out The Editorial Page

(*Continued from page 20*)

force of others, to do differently would be an unforgivable betrayal of the people themselves.

This discussion of fairness leads me naturally to the next cardinal principle evolved out of experience. Let me describe another and a costly policy maintained by Columbia and, I believe, by virtually all broadcasters as a further safeguard to the fair and democratic use of our medium. We sell time to sponsors solely for the advertising of their goods and services. We do not sell time for propaganda.

By propaganda we mean any attempt to influence legislation, regulation, taxation and the like. Despite the tempting revenue we might have derived from such sales we decided against them first of all because we believed it was part of our public obligation to provide time for the discussion of controversial issues.

An even more compelling reason was the danger that the side with the most money would win the argument and often, that special interests would drown out the voice of the public. Moreover, if we did sell time for such uses, the amount of talk on the air would be wholly dependent on the willingness and ability of proponents and opponents of issues to buy it. Obviously we could not sell time for such use to some and refuse to sell it to others and thus we should be unable to maintain anything like program balance. The sole exception we make to this policy is the sale of time to political parties during an actual election campaign. This exception is made because the parties want to use and are entitled to use more time than we could possibly afford to give away.

If I may venture my own definition of democracy it is this: the ability of a people, provided they shall have free access to truth, to choose by instinct and understanding, by trial and error, that way of life which, with fairness to minorities, gives to the greatest number those things which they want. When I have said "access to truth" I have defined our policy with regard to culture and education. To the limit of public acceptance the broadcasters must be willing that the listener shall be exposed to all kinds of ideas on all kinds of subjects.

He must look for those who know and those who do and bring them to the microphones whether or not he likes them or their ideas or their ways, satisfied, with democratic discipline, to let the people take what they can use and reject the rest. Continually, the broadcaster and all the creative agencies which help him, put on the air a variety of things which both arouse and satisfy listener appetite. It is a widely varied and a voracious appetite; it is often a fickle one. Sometimes it startles with swift response, sometimes it disappoints with the sluggishness of its reaction. Let him who seeks to force upon it too strongly his own ideas of "good" beware!

Listener is King

An inconceivably assorted mass audience can be led, but we have yet to find a way to drive it; nor do I believe that we are entitled to drive it toward our own or anyone else's particular conception of what will "uplift" it.

Just as it is vital that we shall live up to these democratic ideals in the fields of public affairs and culture and education, if we are to serve, it is essential that we shall maintain them in the field of entertainment if we are to survive. I believe I do not even need to argue the right of the audience to be entertained. Entertainment, and particularly the free entertainment to which nearly every man, woman and child in America has access through his radio set, is a fine thing in and of itself. I shall not dwell on the degree to which much of it is a vehicle for education, for enlightment, for deepening perceptions and rising appreciations. He who sits before the loudspeaker, within easy reach of switch or dial is king. He likes some of everything and he is very vocal about what he wants. It is our job to find the best for him and to keep on bettering that best.

What to Broadcast

So long as there is broadcasting, someone is going to have to decide what should be broadcast and what should not. These decisions are always going to be made by fallible human beings. Just as newspapers have editors who decide what to print and what not to print (there is never room to print it all) so do we have staffs to decide what is worth broadcasting and what is not. We engage people of background and skill, and experience, and we drill them in the principles I have been reciting. In special fields we do not try to exercise unaided judgment. Instead, we avail ourselves of competent advice. For example, we have both a child psychologist and a committee of qualified advisors to insure that all our children's programs conform to very high standards.

We have a council of qualified clerics and laymen to allot fairly and sensibly the time we set aside for religious broadcasting, and our *School of the Air* has a professional faculty.

Though I have narrowed my field of discussion to those phases which I thought would be of especial moment to you as educators, I would be sketching too inaccurate a picture of American broadcasting if I did not dwell for a moment on the stimulus of competition. Frankly, I think we have come a long way in a short time. Had we not rivaled each other, spurred each other, dared each other, we would not have done so well so quickly. We sit hourly before the whole people as our judges. None of us can let himself be outdone in the public service.

The general cultural level of our people has risen, but far more significant is the increasing aspiration toward better things. The great variety of daily broadcasts have all done their part to spread knowledge of the way men live, work, fight, play, and think in a mobile world. Broadcasting's contribution to the pleasure and happiness, as well as to the social and intellectual equipment of millions of people, is no less real because it has come to be taken for granted.

But of greatest importance is the fact that radio broadcasting has developed and used a democratic philosophy.

Democracy is precious to us all. In broadcasting it has not been achieved without a struggle. The fight is not over and it never will be. There will be danger from those who seek to lay rude and selfish hands on the medium. There will be even greater danger from those who are sincere and well-intentioned but know not the meaning or the value of the word I have used so often.

As solemnly and as sincerely as I know how, I repeat that our present American system of broadcasting, founded on freedom and fairness of the air, must be preserved and strengthened. Allow censorship to be imposed upon it, deliver it into the hands of autocrats, make it a tool of any party in power, destroy it, and you will have begun to destroy liberty in America.

Merry Christmas
subscription to
STING
ASTING
Broadcast Advertising
sented to you with
ristmas Greetings by **
John Doe

This is a facsimile of the Christmas greeting card that will go to each recipient of your gift.

SPECIAL GIFT RATES

$ 3.00	ONE annual subscription
$ 5.00	TWO annual subscriptions
$ 7.00	THREE annual subscriptions
$10.00	FIVE annual subscriptions
$ 1.50	each for TEN or more subscriptions

The 1938 YEARBOOK Number, a distinguished gift in itself, is included with each subscription.

PLEASE USE ORDER CARD ATTACHED

Santa COMES 25 TIMES A YEAR ★ ★ ★

when your gift is a subscription to

BROADCASTING
Broadcast Advertising

SEASON'S GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such successes as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W. Va.	CBS
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

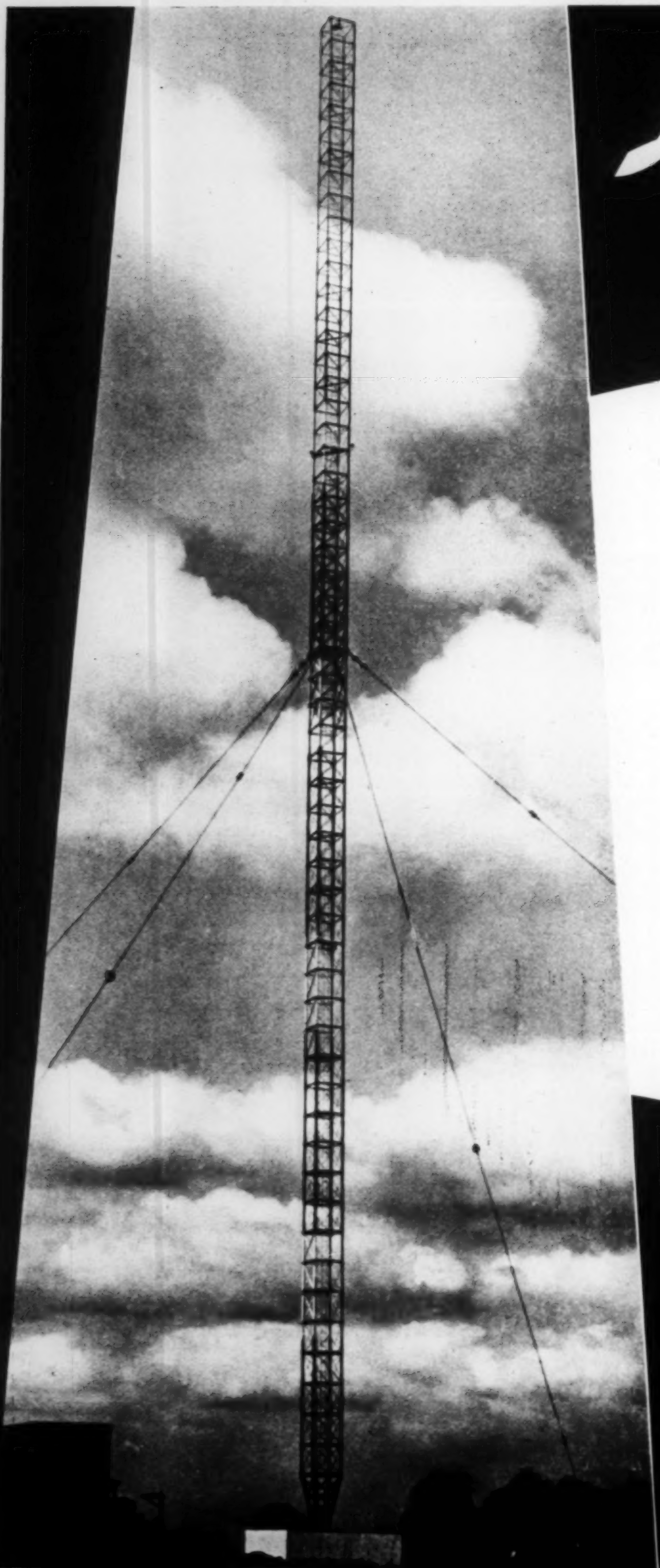
Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

XUM



Leadership

★ From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH, PA.

★

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNA ...... IT WILL PAY YOU TO CONSULT **BLAW-KNOX**

BLAW-KNOX VERTICAL RADIATORS

WLLH Operating Booster Station

Second Transmitter 10 Miles Away Expands Service Area

NEW FIELDS for existing frequencies in the broadcast spectrum have been opened by WLLH, Lowell, Mass., in the opinion of A. S. Moffat, president. WLLH now broadcasts from two transmitters located 10 miles apart, and synchronized on 1370 kilocycles. Joint operation was begun Dec. 1, and has been markedly successful, with no objectionable interference or "mush area." The step has added a market of a quarter-of-a-million persons to the primary area of WLLH and similar synchronization may be adopted by other stations in similar situations.

The new Western Electric 310-A transmitter is located in the Cregg Bldg., where studios and offices are situated. A 150-foot tubular steel antenna on the roof serves as radiator. The Lawrence transmitter operates full time on 100 watts, while the Lowell transmitter uses 250 watts until local sunset and 100 watts thereafter. Synchronization is achieved through Bell Laboratories equipment built to meet the peculiar requirements. Paul A. DeMars served as technical adviser on the experiments, together with Paul Godley and Dr. G. H. Brown, consulting engineers. William MacDonald, chief engineer of WLLH, was in charge of the construction work. Studio or nemo programs from Lowell or Lawrence, as well as Mutual, Yankee and Colonial network features, are available to both transmitters.

Increased Service Area

"We have demonstrated that a local station need not necessarily confine its service to the immediate vicinity of its main transmitter," Mr. Moffat stated. "Where conditions warrant the heavy investment in equipment, it will be possible to synchronize another transmitter in a neighboring center of population and increase its service materially. We have done something to solve the problem of a limited number of available frequencies by making two stations grow where one grew before."

Engineers pointed out that this method of synchronization differs materially from any used heretofore, being the first synchronization of stations in such proximity. Between the two stations are three sets of lines, one carrying the synchronizing frequency, another carrying programs and the third for the interstation communication. The single set of call letters WLLH, includes both transmitters at Lowell and in Lawrence.

Frozen Stick Plans

FROZEN Stick Confection Division of Joe Lowe Corp., New York, is planning to devote most of its 1938 advertising appropriation to radio. Present plans call for use of both network and spots, starting early next summer. Agency is Blackett - Sample - Hummert Inc., New York.

A SPECIAL cash dividend of 50 cents a share on the present Class A and Class B stock of $2.50 par value was declared by the CBS board of directors at a meeting on Nov. 30. Dividend was payable on Dec. 13 to stockholders of record at close of business on Dec. 6.

A MINUTE APIECE

But 21 Auto Salesmen Each Get in Their Plugs

WHILE many production heads are getting gray trying to figure out commercial plugs, WHAM, Rochester, N. Y., reversed the usual process and gave a half-hour program of nothing but commercials. It happened during the recent Rochester Automobile Show when 21 automobile salesmen were given one minute each to plug their cars. Of course they tried to outsell each other and the three judges had a difficult time deciding on the winner of a box of cigars.

Jack Lee and Dick Toole, announcers of WHAM, were on hand with whistles and if any salesman ran over his time limit they let him have it. Even though the air was blue with commercialism listeners wrote in by the hundreds congratulating WHAM on the program and swearing that they enjoyed it. The show was recorded by WHAM who rounded the stunt out nicely by thanking the auto exhibitors for their cooperation and inviting them to listen to themselves.

Gulf Oil Buys Spots

GULF OIL Corp., Pittsburgh, will start spot series on four Florida stations the first week in January. Schedule calls for weather reports broadcast four times daily on WQAM, Miami; six quarter-hour news periods weekly on WDAE, Tampa; six quarter-hours sports summaries weekly on WJAX, Jacksonville, and three 15-minute hill billy broadcasts a week on WDBO, Orlando. Programs are placed through Young & Rubicam Inc., New York.

PAUL F. HARRON and Joseph Lang, chief owners of WHOM, Jersey City, and lessors of WTNJ, Trenton, have applied to the FCC for a new 100-watt night and 250-watt day station on 1500 kc. in Camden, N. J.

WLAW ON THE AIR; STAFF IS PICKED

ITS STAFF organized and equipment installed, the new WLAW, Lawrence, Mass., recently authorized by the FCC to operate daytime on the 680 kc. regional frequency with 1,000 watts, was prepared to make its debut Dec. 19 under the managership of Irving E. Rogers, vice-president of Hildreth & Rogers, publishers of the *Lawrence Daily Eagle* and *Lawrence Tribune*, the licensee. The station will affiliate with the Intercity Network and will use Associated Press news and the Standard transcription library.

Home of New WLAW, Lawrence

Commercial manager of WLAW is David M. Kimel, who has been with the newspapers for the last 23 years in advertising and editorial capacities. Stanley M. Schultz, program director, has been in broadcasting for 15 years, having formerly been chief organist for the Yankee Network and program director of WMEX, WCOP and WPAR. George R. Luckey, formerly with WORL, Boston, and WLLH, Lowell, has been named chief engineer. J. H. Harrison Flint, formerly musical director of WMEX, is production manager.

The WLAW transmitter, including a 300-foot Lehigh tower installed by Hartenstine & Zane, is located in West Andover, Mass. Transmitter and speech input are RCA, and RCA and WE microphones are used in the studios. Weed & Co. has been named national representatives of the station.

THE SWING TOWARD GLOBE

Investment Firm Finds 6 a. m. Pulls a Big Audience for Its KEHE Program

PREFERRING to build its advertising theme around dignity and friendliness in loan transactions, Globe Investment Co. of Southern California, Los Angeles, has abandoned spot announcement campaigns for a type of radio program that lends itself more to the idea of friendliness.

About six months ago, after taking over the sponsorship of KEHE's *Musical Clock*, a six-day-a-week early morning program, Globe began featuring dance music. The idea met with such a ready response that it was decided to organize a club to be known as the "Globe Musical Clock Swing Club."

A membership card was issued, entitling the holder to request his or her favorite number, and, also, serving as a valuable credit identification at the Globe Investment Co. when the holder needed financial assistance. A swing session with hot coffee and doughnuts was then planned. The program directors were totally unprepared for the 150 people, who literally stormed the studio at 5:45 a. m. Before the program was ended, the studio was filled.

Stodel Adv. Co., in charge of the account, decided to make the get-together a monthly affair. Members and listeners wishing to attend were requested to write in for tickets. It was necessary to do this for at the following two sessions 700 persons were present. The membership is above the 2,000 mark and climbing steadily. At the Thanksgiving get-together five turkeys were given away. So familiar is the audience with the program that when the commercials are given practically every voice in the studio chimes in to give the terms and the telephone number.

The unusual hour was chosen with the thought in mind, that a person is usually more conscious of his bills and obligations, upon first arising and consequently is in a receptive mood for suggestions of help.

Success of the idea is testified to by the fact that when Stodel Adv. Co. took over the account there were two Globe Investment Co. offices; today, there are five. Edward C. Stodel personally supervises all radio activities.

P. & G. Debut on CBS Results in Time Shifts

WHEN Procter & Gamble Co.'s contracts with CBS go into effect Jan. 3, four of its NBC shows will change times as well. *Story of Mary Marlin* (Ivory flakes), will move on the Blue network from 10-10:15 a. m. to 11-11:15; and on the Red from 4:30-4:45 to 4:15-4:30 p. m. *The O'Neills* (Ivory soap) will drop its Blue network show and move the one now on the Red from 11-11:15 a. m. to 12:15-12:30 p. m.

Pepper Young's Family (Camay soap), now on both NBC networks, moves on the Blue from 10:30-10:45 to 11:15-11:30 a .m. *Guiding Light* (White Naphtha soap), which is only on the Red, moves from 4:15-4:30 p. m. to 3:45-4 p. m. The latter show will not go to CBS as previously reported. Only five programs are changing to CBS instead of six. In one of the cases where a show is now scheduled to use a western network at the same time that another is on in the East, a full network will be available. Agencies are Compton Adv. Inc. for Ivory and White Naphtha and Pedlar & Ryan for Camay.

Packer's Discs

AMERICAN PACKING & Provision Co., Ogden, Utah (meat packers) through Gillham Adv. Agency, Salt Lake City, will release the transcribed *American Kitchen* dramatized home economic series over an Inter-mountain network of eight stations, starting the first week in January. Series, produced by Mertens & Price, Los Angeles, is a recorded version of the twice-weekly quarter-hour KFI, Los Angeles, program featuring Agnes White, national consultant on foods and home economics, as "Martha Lane." Stations are KDYL KLO KID KTFI KSEI KHO KSUB KEUB.

Canada's New 50 Kw.

CANADA'S first 50 kilowatt transmitter officially took the air at 8 p. m. Dec. 11, when American-born Minister of Transport C. D. Howe, under whose department comes the CBC, and Minister of Justice Ernest Lapointe as Acting Prime Minister, opened CBF at Montreal (910 kc.) with appropriate ceremonies. The station had been on the air during late evening hours for about 10 days prior to the opening. CBL, Toronto, on 840 kc., opens officially at 10 a. m. Christmas Day, as the second 50 kilowatt station, Minister of Transport C. D. Howe officiating. The station began tests after midnight during the second week of December.

Boake Carter Signed

GENERAL FOODS Corp., New York, has signed Boake Carter for a new series to start Feb. 28 on CBS. The commentator will be heard Mondays through Fridays from 6:30 to 6:45 p. m. Announcement has not been made of the product to be promoted. Agency is Benton & Bowles Inc., New York.

IN LINE with the policies of NBC, WSOC, Charlotte, has adopted the practice of signing off each night with the *Star Spangled Banner*.

XUM

Industry Divided On Cash Discount

Deduction for Agencies May Come Up at NAB Convention

A SHARP division within the broadcast industry on allowance of the 2% cash discount to advertising agencies has developed since the enactment two months ago of a resolution by the American Association of Advertising Agencies advocating payment of the discount by all media.

A substantial number of independently-owned and newspaper and group-owned stations are not allowing the discount, and are opposing any move for rigid enforcement. As a consequence, group action by the industry is being advocated and it is likely that the issue will come before the emergency convention of the NAB, probably to be held in Washington in February.

The AAAA, in a resolution adopted in October by its executive board, pointed out that the 2% cash discount is allowed by most advertising media, including more than 95% of the magazines and more than 94% of the daily newspapers. It added the cash discount is passed on almost universally by advertising agencies as a "stimulus to prompt payment by advertisers."

Ability to Collect

Moreover, it held that payments to media by agencies in the final analysis depend on the agencies' ability to collect, and that the failure of a small minority of media to allow a cash discount is unfair to the large majority which do and which thus sustain agency credit for the benefit of all. It added that a few newspapers recently eliminated the cash discount in the mistaken belief that agency credit would not thereby be impaired.

The Association resolved that it is "unequivocally in favor of the continued maintenance of the cash discount policy and its adoption by the small minority of media which have not adopted this wise policy."

The viewpoint of those advocating industry-wide action on the 2% proposal is that a uniform policy should be adopted. As now represented to stations by the AAAA, it is pointed out, individual stations are called upon to determine for themselves the policy they will pursue.

That the NAB intends to compile a report on cash discounts was disclosed Dec. 2 by James W. Baldwin, managing director. In his bulletin to the membership, he said that the AAAA statement touched upon a matter of "very great importance" to the industry. "Broadcasters should not take any action in this matter until the question has been thoroughly investigated and a comprehensive report thereon can be furnished to all stations. Such a report will be compiled by the NAB," he said.

Ben Bernie for Tires

U. S. RUBBER Co., New York (tires), which early in November bought the Wednesday 9:30-10 p. m. spot on CBS and has been auditioning ever since, on Dec. 6 signed Ben Bernie to star in a show starting Jan. 12 on 94 stations. Agency is Campbell-Ewald Co. of New York.

37 New Stations Since Jan. 1, 1937

** Indicates Station now on the air.*

CALIFORNIA

KARM, Fresno—CP issued to George Harm, operator of truck line system and distributor of Cadillac, LaSalle and Oldsmobile cars under Don Lee, San Francisco; 100 watts on 1310 kc.

*KTKC, Visalia, Cal.—Licensed to Tulare-Kings County Associates (Charles A. Whitmore, president, publisher of *Visalia Times-Delta*, 37½%; Homer A. Wood, publisher of *Porterville Recorder*, 25%; Percy M. Whitehead, publisher of *Tulare Advance Register* and *Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel* and *Journal*, 12½%); 250 watts daytime on 1190 kc.

*KTMS, Santa Barbara, Cal.—Licensed to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, 95%); 500 watts on 1220 kc.

COLORADO

*KOKO, La Junta, Col.—Licensed to Southwest Broadcasting Co. (Leonard E. Wilson, KIDW, Lamar, and KGIW, Alamosa, 60%; Charles T. Miller, 35%; O. C. Samuel, 5%); 100 watts on 1370 kc.

FLORIDA

*WKAT, Miami Beach, Fla.—CP issued to A. Frank Katzentine, former mayor of Miami Beach, one-third owner of *The Society Pictorial*, a weekly; 100 watts on 1500 kc.

IDAHO

KGCI, Couer d'Alene—CP issued to Clarence A. Berger and Saul S. Freeman, equal partners; 100 watts daytime on 1200 kc.

INDIANA

WGVA, Indianapolis—CP issued to Glenn Van Auken, attorney; 1,000 watts daytime on 1050 kc.

IOWA

KDTH, Dubuque—CP issued to *Dubuque Telegraph-Herald* (F. W. Woodward, publisher); 500 watts daytime on 1340 kc.

KTRI, Sioux City—CP issued to Sioux City Broadcasting Co., 50% of the stock owned by *Sioux City Tribune* and 50% by Dietrich Dirks, formerly with KOIL, Omaha, and KFAB-KFOR Lincoln, Neb.; 100 watts night and 250 watts day on 1420 kc.

KENTUCKY

WOMI, Owensboro—CP issued to Owensboro Broadcasting Co. (Lawrence W. Hager, publisher; Bruce Hager, general manager, and George N. Fuqua, business manager, of *Owensboro Messenger* and *Owensboro Inquirer*); 100 watts on 1500 kc. (Goes on air in latter December.)

MARYLAND

*WSAL, Salisbury—CP issued to Frank M. Stearns, insurance man of Washington, D. C.; 250 watts daytime on 1200 kc.

MASSACHUSETTS

WHAI, Greenfield—CP issued to John W. Haigis, president of Franklin County Trust Co.; 250 watts daytime on 1210 kc.

*WLAW, Lawrence—CP issued to Hildreth & Rogers Co., publisher of *Lawrence Eagle* and *Tribune*; 1,000 watts daytime on 680 kc.

WBRK, Pittsfield—CP issued to Harold Thomas, 89% owner of WATR, Waterbury; 100 watts night and 250 watts day on 1310 kc.

MICHIGAN

WHAL, Saginaw, Mich.—CP issued to Harold F. Gross, WJIM, Lansing, and Edmund C. Shields, Saginaw, 50% each; 500 watts daytime on 950 kc.

MINNESOTA

*KATE, Albert Lea, Minn.—Licensed to Albert Lea Broadcasting Corp. (E. L. Hayek, president, Trades Publishing Co., publisher of *Northwestern Jeweler*; Q. J. David, president, David Inc., St. Paul; George J. Wolf, vice-president of Meyer Wolf & Sons Co., Albert Lea furniture dealers; Haskell Sargent, assistant to president of Twin City Rapid Transit Co., St. Paul; L. B. Farrington, St. Paul; William B. Wolf, Austin); 250 watts daytime on 1420 kc.

KFAM, St. Cloud—CP to the Times Publishing Co., publisher of the *St. Cloud Times-Journal* (Fred Schilplin, publisher); 100 watts on 1420 kc.

KWNO, Winona, Minn.—CP issued to Winona Radio Service, a partnership (M. H. White, business manager; Herman R. Weicking, editor, *Winona Republican-Herald*; Harry Dahl, chief owner of WKBH, LaCrosse; Otto M. Schlaback, LaCrosse attorney); 100 watts daytime on 1200 kc. (Goes on air Jan. 1, 1938.)

MISSOURI

WPBM, Poplar Bluff—CP issued to Don M. Lidenton and A. L. McCarthy, radio and electrical dealers and service men; 100 watts daytime on 1310 kc.

MONTANA

*KPFA, Helena, Mont.—CP issued to Peoples Forum of the Air (Barclay Craighead, Helena, 50%; E. B. Craney, Butte, 40%; Sam C. Ford, Helena, 10%); 250 watts daytime and 100 watts night on 1210 kc.

NEW JERSEY

*WSNJ, Bridgeton, N. J.—Licensed to Eastern States Broadcasting Corp. (Howard S. Frazier, consulting engineer, Hotel Pennsylvania, Philadelphia, 51%); 100 watts daytime on 1210 kc.

NORTH CAROLINA

*WGTM, Wilson, N. C.—CP issued to H. W. Wilson and Ben Farmer; 100 watts daytime on 1310 kc.

OHIO

*WICA, Ashtabula, O.—CP issued to C. A. Rowley, publisher of *Ashtabula Star-Beacon*; 250 watts daytime on 940 kc.

WTOL, Toledo—CP issued to Community Broadcasting Co., 100 watts daytime on 1200 kc. Stockholders listed as Frazier Reams, president, prosecuting attorney of Lucas County, O., 98%; Thomas Bretherton, Toledo attorney, 1%; Mrs. Mildred Aderman, 1%.

OKLAHOMA

*KHBG, Okmulgee—CP issued to Okmulgee Broadcasting Corp. (Harry B. Greaves, 41%; E. M. Sepaugh, 27%; T. B. Langford, 16%; John Caruthers, 10%; R. M. Dean, 6%); 100 watts daytime on 1210 kc.

OREGON

KLBM, LaGrande—CP issued to Harold M. Finley, publisher of the *LaGrande Evening Observer*, and Mrs. Eloise Finley, his mother, as partner; 100 watts night and 250 watts day on 1420 kc.

PENNSYLVANIA

*WMBS, Uniontown, Pa.—Licensed to Fayette Broadcasting Corp. (Harry A. Cottom, judge of Common Pleas Court of Fayette County, 20%; Edward Dumbauld, attorney, 20%; Joseph H. Echard, superintendent, Pennsylvania State Highway Department, 20%; Joseph C. Burwell, radio, 20%; W. Russell Carr, attorney 20%); 250 watts daytime on 1420 kc.

TEXAS

KTBC, Austin—CP issued to State Capitol Broadcasting Association (R. B. Anderson, president, state tax commission; R. A. Stuart, Fort Worth attorney; A. W. Walker, professor of law, University of Texas); 1,000 watts daytime on 1120 kc., utilizing time not used by WTAW, College Station, Tex.

KGVL, Greenville, Tex.—CP issued to Hunt Broadcasting Association (Fred E. Horton, publisher of *Greenville Banner*; J. L. Collins and Nobel W. Young); 100 watts daytime on 1200 kc.

*KRIS, Corpus Christi, Tex.—Licensed to Gulf Coast Broadcasting Co. (W. G. Kinsolving, publisher of *Corpus Christi Caller-Times*; John A. Mobley and Margaret Browning); 500 watts on 1330 kc.

KRBA, Lufkin, Tex.—CP issued to Red Lands Broadcasting Association (Ben T. Wilson, Nagadoches, Tex., auto dealer and garage man; Thomas W. Baker, Nagadoches, wholesale oil distributor; Thomas W. Baker, Lufkin, banker and road engineer); 100 watts daytime on 1310 kc.

VIRGINIA

*WRTD, Richmond, Va.—Licensed to Times Dispatch Publishing Co., publisher of *Richmond Times-Dispatch*; 100 watts on 1500 kc.

*WRNL, Richmond—Licensed to WLBG, Inc.; removed Oct. 31 from Petersburg, where it operated as WLBG. Chiefly owned by principal owners of the *Richmond News-Leader*. 500 watts daytime on 880 kc.

WASHINGTON

*KELA, Centralia—CP issued to Central Broadcasting Corp.; 500 watts on 1440 kc. Stockholders are Elroy McCaw, Chehalis, Wash., formerly connected with broadcasting stations in the state of Washington, 25%; Cecil L. Gwinn, Centralia theater manager, 37½; Arthur C. St. John, Chehalis Ford dealer, bus line operator and theater owner, 37½%.

KWLY—Longview—CP issued to Twin City Broadcasting Corp.; Stockholders are A. C. Campbell, Longview grain and fuel dealer, 82½ shares; J. Elroy McCaw, manager of KELA, Centralia, 65 shares; John McClelland, publisher of *Longview Daily News*, 62½ shares; A. L. Raught Jr., local manager of Weyerhauser Timber Co., 20 shares; A. W. Talbot, Seattle, 20 shares. 250 watts daytime on 780 kc.

WISCONSIN

WDSM, Superior, Wis.—CP issued to Fred A. Baxter, retired former mayor; 100 watts on 1200 kc.

WYOMING

KVRS, Rock Springs—CP issued to Wyoming Broadcasting Co.; R. R. West, oil dealer and monumental works owner, 50.98%; Kenneth M. Nielsen, radio service man, 48.99%. 100 watts night and 250 watts day on 1370 kc.

In addition, the FCC has authorized the removal of KGKO, Wichita Falls, into Fort Worth.

Pennsylvania Fee On Records Asked

NAPA Now Attempts to Exact High Fee From Stations

AS A result of the recent ruling of the Pennsylvania Supreme Court in the so-called Waring-WDAS case, holding that performing artists have a property right in their recorded works, Maurice Speiser, counsel for the National Association of Performing Artists, has launched a licensing campaign among stations in Pennsylvania. The association, of which Fred Waring, band leader, is president, is said to be seeking from stations a fee of ten times their highest quarter-hour rate per year to perform phonograph records.

Whether the effort is the forerunner of national campaign to license stations to use phonograph recordings has not yet been indicated. NAPA was created for that purpose several years ago.

Pennsylvania stations generally, it is stated, have not capitulated to the demand. Legal opinion given them is that they cease performing recordings of members of NAPA. NAPA claims a membership, it is understood, of some 250 recording artists but at a copyright hearing two years ago the membership list presented was far less imposing.

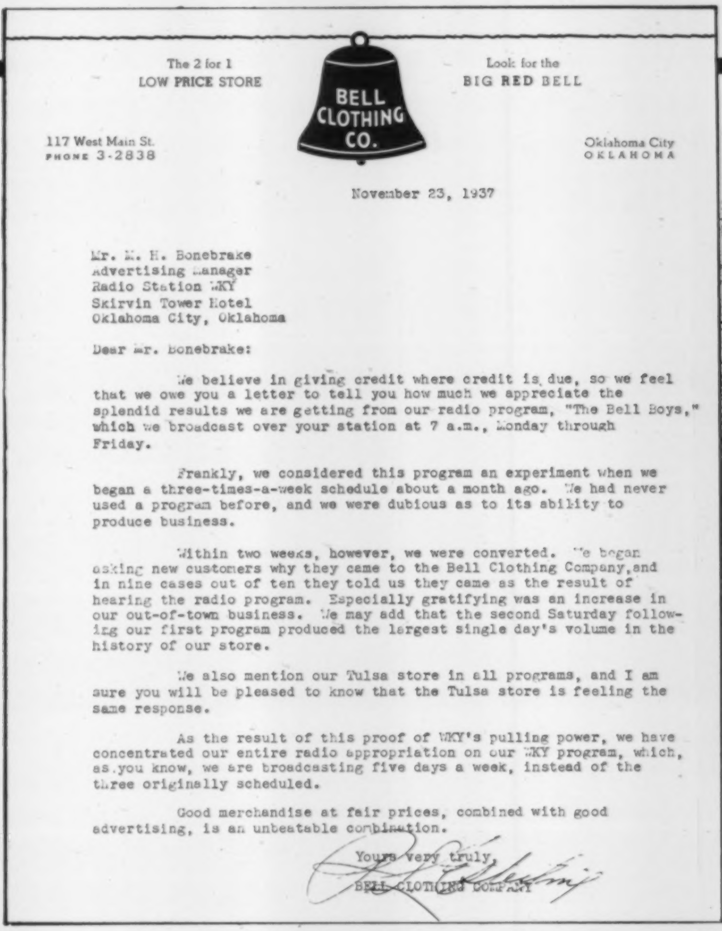
The NAB is cooperating with Pennsylvania broadcasters, and Managing Director James W. Baldwin has sent stations a confidential report covering the association's views. The Pennsylvania Supreme Court ruling does not have effect outside the state, according to legal opinion, and can only be invoked if test cases in other states are decided against stations.

Test cases are pending in New York, Chicago, and Los Angeles involving other artists. Stuart Sprague, New York attorney and former NBC counsel, is the NAB's attorney in these matters.

Jello in Canada

THE *Jello* program with Jack Benny goes on three regional Canadian Broadcasting Corp. networks starting Jan. 2. It has been carried for some years on two Canadian stations, NBC outlets in Montreal and Toronto. Now added to CFCF, Montreal, and CRCT, Toronto, are CJCB CHNS, CFCY CKCW CFNB and CHSJ in the Maritime region; CBO CFRC CBW CFCH CJKL CKGB CKPR in the Ontario region; and CKY CKX CKCK CHAB CFQC CKBI CFAC CJCA CJOC in the Prairies region. The account was handled by Baker Advertising Agency Ltd., Toronto.

WKY HAS THE POWER TO SELL OKLAHOMA'S POWER-TO-BUY!



The 2 for 1
LOW PRICE STORE

BELL
CLOTHING
CO.

Look for the
BIG RED BELL

117 West Main St.
PHONE 3-2838

Oklahoma City
OKLAHOMA

November 23, 1937

Mr. M. H. Bonebrake
Advertising Manager
Radio Station WKY
Skirvin Tower Hotel
Oklahoma City, Oklahoma

Dear Mr. Bonebrake:

We believe in giving credit where credit is due, so we feel that we owe you a letter to tell you how much we appreciate the splendid results we are getting from our radio program, "The Bell Boys," which we broadcast over your station at 7 a.m., Monday through Friday.

Frankly, we considered this program an experiment when we began a three-times-a-week schedule about a month ago. We had never used a program before, and we were dubious as to its ability to produce business.

Within two weeks, however, we were converted. We began asking new customers why they came to the Bell Clothing Company, and in nine cases out of ten they told us they came as the result of hearing the radio program. Especially gratifying was an increase in our out-of-town business. We may add that the second Saturday following our first program produced the largest single day's volume in the history of our store.

We also mention our Tulsa store in all programs, and I am sure you will be pleased to know that the Tulsa store is feeling the same response.

As the result of this proof of WKY's pulling power, we have concentrated our entire radio appropriation on our WKY program, which, as you know, we are broadcasting five days a week, instead of the three originally scheduled.

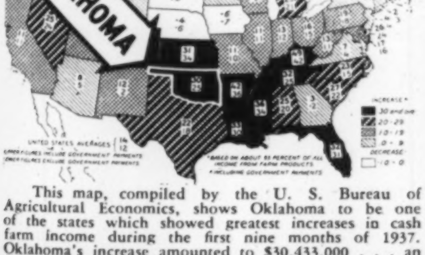
Good merchandise at fair prices, combined with good advertising, is an unbeatable combination.

Yours very truly,

BELL CLOTHING COMPANY

FOR INSTANCE:

OKLAHOMA'S CASH FARM INCOME IS UP 30%


PERCENTAGE CHANGE IN CASH RECEIPTS FROM THE SALE OF PRINCIPAL FARM PRODUCTS*, INCLUDING AND EXCLUDING GOVERNMENT PAYMENTS, JANUARY-SEPTEMBER 1936 TO JANUARY-SEPTEMBER 1937
OKLAHOMA
INCREASE*
30 and over
20-29
10-19
0-9
DECREASE
-10-0
UNITED STATES AVERAGES 16 12
UPPER FIGURES INCLUDE GOVERNMENT PAYMENTS
LOWER FIGURES EXCLUDE GOVERNMENT PAYMENTS
*BASED ON ABOUT 93 PERCENT OF ALL INCOME FROM FARM PRODUCTS
†INCLUDING GOVERNMENT PAYMENTS

This map, compiled by the U. S. Bureau of Agricultural Economics, shows Oklahoma to be one of the states which showed greatest increases in cash farm income during the first nine months of 1937. Oklahoma's increase amounted to $30,433,000 . . . an increase of 30%.

● The factual evidence of WKY's ability to turn time into money may be found in the case histories of its advertisers. The individual instance cited above is merely a sample of the collective opinion of its entire roster of local and national advertisers . . . expressed by their spending of more money with WKY than with any other Oklahoma Station.

On every hand is evidence, too, that there is money in Oklahoma ready to be turned into sales. This has been the best year for farmers since 1931. Farm cash income for the first nine months, for instance, was $30,433,000 greater this year than in 1936. Forbes magazine (Dec. 1) puts Oklahoma in the country's fourth best sales spot. Brookmire and others put special emphasis on the good sales prospects in Oklahoma during the coming six months.

Oklahoma's ability to buy and WKY's ability to sell are two vital forces which can mean more sales and more profit for you immediately.

WKY *Oklahoma City*

REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY

Plans Are Drawn By Survey Group

Financial Support Is Sought For Another Six Months

DECISION to continue the work of the Joint Committee on Radio Research for another six months if the necessary financial support could be secured was made at a meeting of the Committee in New York on Dec. 9. Originally scheduled for Dec. 3, the meeting had been postponed four times because of inability to assemble a quorum of the 15 members, five each from the NAB, AAAA and ANA.

Eight members attending were Roy C. Witmer of NBC and Hugh K. Boice of CBS, representing radio; John Benson, president of the AAAA, which was also represented by L. D. H. Weld. McCann-Erickson Inc.; Chester La Roche, Young & Rubicam, and Frederick C. Gamble, executive secretary, AAAA; Chester Lang, General Electric Co., and Paul West, ANA president, representing that group.

Shortage of Funds

Discussion was chiefly financial. Failure of the NAB to contribute the $10,000 previously pledged and with little hope that any of this money would be forthcoming until after the reorganization of the NAB, leaves the Committee practically without funds. It is understood, however, that NBC and CBS will probably underwrite the Committee for the six-month period by a combined contribution of approximately $20,000, although they have not yet officially agreed to do so.

Rural Radio Survey

These networks are currently financing the rural radio survey made by the Committee, which is now in the tabulating stage, with hopes of having figures on set ownership and listening habits in small towns and farm areas ready for release about the first of the year. Question of best method of release of these data also came up for discussion without being settled, networks taking the stand that since they paid for the study they should have the say about releasing results while remainder of Committee held it is a Committee undertaking to be governed by entire group. Absence of Dr. George Gallup from the meeting prevented the planned discussion of combining the data secured by the Committee and the breakdown of set ownership made by Gallup's Institute of Public Opinion before either is made public, to forestall arguments over differences afterwards.

Paul F. Peter, secretarv of the Committee and director of its statistical work, was reappointed for the succeeding six months, provided the Committee continues to function.

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis (flour), has started minute announcements daily except Sunday on KRGV, Weslaco, Texas, and WJAG, Norfolk, Neb. Howard H. Wilson Co., Chicago, is representative. Agency is Hutchinson Adv. Co. Inc., Minneapolis.

TWENTY county weekly newspapers are cooperating with WLBC, Muncie, Ind., in furnishing news for its *Around the Counties* program.

Safety WAVE

A SURGE of ice and sleet, abetted by some snow, caused an epidemic of accidents in Louisville Dec. 5. So WAVE, at the request of the local traffic bureau, broadcast an emergency warning. "Almost immediately the accidents started declining," Lieut Geo. McAleese, acting bureau head, wrote WAVE in giving the station credit for stopping the accidents.

Gallup Completing Data On Ownership of Radios

NEW figures on radio set ownership throughout the country are now being compiled by the Institute of Public Opinion and will be available to interested broadcasters shortly, according to Dr. George Gallup, director of research for Young & Rubicam Inc. and head of the Institute. Information, collected during the last week of November and first week of December in the course of the Institute's regular surveys of public opinion concerning matters of current political, social or economic import, will be broken down by sections (New England, Middle Atlantic, East Central, West Central, South, Mountain and Pacific) but not by states. Breakdowns of set ownership by urban and rural dwellers and by income groups will also be made. Data were scheduled for release early in the month but decision to double-check the figures caused a delay.

Lucy to Give Full Time To Management of WRVA

Mr. Lucy

C. T. LUCY, general manager of WRVA, Richmond, and for the last 12 years advertising manager for Larus & Bro. Co., makers of Edgeworth Tobacco and owners of the station, announced Dec. 7 he had relinquish the latter function to devote full time to the station. "The situation in both the tobacco and radio fields has been so complex that it was necessary for me to give up one or the other," Mr. Lucy declared. "I am gratified to have the decision of my company that the general management of WRVA required my full time in the future."

The post of advertising manager for Larus has been abolished and R. C. Carden Jr., general sales manager, is taking over all duties relating to advertising.

New 1,000 Watters

TWO WESTERN Canadian stations have put in new 1,000-watt transmitters following permission to raise their power from 100 watts given by the CBC. CFJC, operated by the *Kamloops Sentinel* at Kamloops, B. C., and CKCK, of the *Regina* (Sask.) *Leader-Post*, have begun their operations on their increased power, and added to their studios to take care of the increase in business.

Network Income for 11 Months of 1937 Running 17.2% Ahead of 1936 Figure

DESPITE the recent business recession and the lack of the political revenues that increased the incomes of the nationwide networks last year, the combined income from advertisers of NBC, CBS and MBS for the first 11 months of 1937 is 17.2% ahead of that for the same period in 1936 and some $3,000,000 ahead of the total network revenue for the entire year of 1936.

Total network income from January through November this year is $62,675,830, as compared with $53,488,388 for the same period a year ago. Individually, NBC reports a revenue from advertisers of $35,012,200 for the 11 months, 13.1% ahead of the $30,965,360 for the same period of 1936. CBS figures are $25,935,500 for the first 11 months of 1937, 25.1% over last year's $20,734,795. MBS is slightly behind its 1936 billings, reporting $1,728,130 for 1937 to date, 3.4% less than the $1,788,233 revenue for the first 11 months of 1936.

For the month of November, combined billings of the networks totaled $6,266,093, a gain of 2.3% over the November 1936 figure of $6,126,188. Individually, CBS and MBS both showed gains for the month, while NBC took a loss, Blue's gain not being enough to offset Red's decrease. For the month, NBC-Red reported gross billings of $2,288,866, down 5.0% from the $2,408,286 billings in November 1936. NBC-Blue, on the other hand, had a total of $1,092,480 for the month, 3.0% above the $1,060,442 figure for the same month last year. CBS figures are $2,654,473 for November 1937, 9.2% better than the $2,429,917 for that month a year ago. MBS, with a November income of $230,274, passed its last year's figure of $227,543 by 1.2%.

Gross Monthly Time Sales

	1937	*% Gain Over 1936*	*1936*
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,304,035	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
July	2,018,920	25.1	1,613,148
Aug.	2,094,306	34.8	1,553,540
Sept.	2,057,513	3.2	1,993,371
Oct.	2,222,803	—8.1	2,417,743
Nov.	2,288,866	—5.0	2,408,286
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
July	688,630	—15.7	816,835
Aug.	690,671	—20.5	868,891
Sept.	793,068	—11.2	893,266
Oct.	1,116,936	—12.7	1,278,746
Nov.	1,092,480	3.0	1,060,442
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
July	1,988,412	53.8	1,292,755
Aug.	1,955,280	58.6	1,232,588
Sept.	2,028,585	10.3	1,838,932
Oct.	2,505,485	—6.9	2,754,808
Nov.	2,654,473	9.2	2,429,917
MBS			
Jan.	$ 187,362	12.7%	$ 166,266
Feb.	202,088	24.4	162,358
March	212,861	15.0	191,483
April	173,746	24.3	139,834
May	133,341	2.7	129,907
June	99,136	—5.1	104,510
July	84,362	—23.0	109,561
Aug.	79,556	—31.5	116,223
Sept.	119,210	—29.4	168,919
Oct.	206,194	—14.7	271,629
Nov.	230,274	1.2	227,543

Wired Television Tried in New York

Peck Television Corp. Starts Service to Restaurant

COMMERCIAL television, using wires instead of radio waves, was introduced Dec. 9 when Peck Television Corp. began supplying televised news bulletins to its first client, Jack Dempsey's Restaurant, at 50th St. and 8th Ave., New York, from a transmitting machine in the Hotel Lincoln at 44th St. and 8th Ave. Mr. Dempsey sent the first message over the new system, which at present uses standard wire lines, although it can be operated by radio.

Messages are typed on a transparent ribbon passing through a special automatic-feed typewriter and into the transmitting cabinet about the size of a four-drawer filing cabinet. Here the ribbon passes through a beam of light which scans it mechanically by means of a Peck lens disc. Broken by the typed letters, the light falls on a photoelectric cell at the top of the cabinet and is transformed into electrical impulses which are then amplified and conducted to the lines.

At the receiving end these impulses actuate a high-gain amplifier which feeds a Peck light-modulator cell controlling a beam of light that passes through it and falls on a Peck lens disc, rotating at 1200 rpm. The images are here "reassembled" on the screen in their original form, but greatly enlarged and reversed so that they appear as white on black. The screen is reflected in a three-foot mirror at the top of the receiving cabinet, which is about 7 feet high, 4 feet wide and 18 inches deep. Messages, reproduced with 24-line definition, are plainly visible from all parts of the room.

Invented by Peck

The apparatus was invented by William H. Peck, who began experimenting with television in 1929, following research with colored movies, and who is a firm believer in the optical mechanical scanning as opposed to the better-known cathode ray tube systems. Mr. Peck is president of Peck Television Corp., which has offices at 66 West Broadway, New York. Sales of the television news service will be under the direction of Dailey Paskman, formerly managing director of WGBS, the old Gimbel Brothers station, before its sale to Hearst, which now operates it under the call WINS.

Present plan is to lease receivers to restaurants, bars, hotels and clubs, for bulletins of finance, sports, and general news. Rental of $45 monthly is said to be considerably below that of standard ticker services and officials estimate that they will be able to make about 2,000 installations in the New York area. As soon as they have 200 installations they will apply to the FCC for a television transmitter, it was stated, and if their application is granted will replace their wires with radio transmission.

THE partnership of E. J. Regan and F. Arthur Bostwick, operators of WQDM, St. Albans, Vt., would be dissolved and Mr. Bostwick would become sole licensee of the station under an application for transfer of ownership filed Dec. 10 with the FCC.

I'm GLAD AMERICAN Air IS FREE!

I BOUGHT a radio for Christmas.

It's a beauty, too, with an all-wave receiver.

These cold winter days I tune-in the world.

But I hear strange things.

Things I never hear in American radio.

Some of the programs are good, all right. They seem to know their music over there.

But foreign radio is so different, so tense. Surrounding each broadcast there seems to be an atmosphere of awful dread, of fierce control.

That sense of freedom to which we are accustomed just isn't there.

Much of the air is oratory, inflamed and destructive. Neighbors seem to be set against neighbors. They are selling hatred.

Maybe I don't understand the language, but the words, the tones, the manner of delivery can be understood by anyone with ears to listen.

That isn't our conception of radio's place in the world.

We don't do that here.

No one on the American air dares tell us to hate one another because of race or religion.

No one dares use the air to drive us apart. *In America radio brings us closer together.*

American radio enjoys freedom in which to contribute the greatest service to the American listener, to develop the art to its widest possibilities. Here its purpose is to entertain, to inform, to serve.

We are free to turn the dial until we find the message, the service, or the music to match the mood we feel. The only dictator we know in America is the dictate of our own desire.

I'm glad the American Air is free.

I'm glad particularly now, because American radio is free to bring us again the Christmas message: *Peace on Earth, Good-will toward Men.*

This is the American system of broadcasting.

A message in the interests of the American system of broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress, by one seeking new ways to broaden its service to the American listener.

WSM

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President* • IN CHARGE OF RADIO
HARRY STONE, *General Manager*

OWNED AND OPERATED BY

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENNESSEE

Baseball Coverage Left to Each Club

General Mills, Atlantic and Kellogg Again Interested

THOUGH major league policies regarding baseball broadcasts were still undecided at the conclusion of the baseball meeting held in Chicago Dec. 6-8, future decisions being left up to the individual clubs, two sponsors signed to broadcast two minor league schedules in 1938. They were General Mills, which for the second successive year will sponsor all home games of the American Association, and Atlantic Refining Co. It was learned however, that this was part of a three year contract which General Mills has with the American Association for three years terminating with the 1939 games.

Atlantic Refining, which sponsored games in four cities of the New York - Pennsylvania League (now the Eastern League) during the past season will sponsor games in all seven of the league towns. In addition to the four stations used in '37—WNBF, Binghamton, N. Y.; WBRE, Wilkes-Barre, Pa.; WAZL, Hazleton; WJTN, Jamestown, N. Y.;—the following three stations will also be used in 1938: WESG, Elmira, N. Y.; WTNJ, Trenton, N. J., and WGBI, Scranton, Pa. For the most part, in the American Association, General Mills will use the same station set-up as prevailed in 1937 although there may be two or three changes before the season gets under way. Stations used last year were WHAS, WBNS, WIRE, WCCO, KXBY, WISN, WTCN and WSPD.

Other Deals Pending

Deals with other baseball clubs were consummated but the advertisers declined to reveal them until the entire lineup is complete. In the American League, contracts with all major league teams permitting broadcasts of games have terminated and although reports at the major league session were widely circulated that rights for the American League games would be sold to one sponsor, L. C. McEvoy, vice-president and radio director of the American League, told BROADCASTING they were without foundation.

Instead the following American League teams will again make their own contracts for their own clubs: Chicago, Boston, St. Louis, Cleveland, Philadelphia and Detroit. Both New York and Washington have so far refused permission for any broadcasts of their home games.

Although the entire station set-up for 1938 is not complete inasmuch as stations are not selected until advertisers have secured the rights to broadcast games from the teams themselves, both Atlantic Refining and Kellogg will definitely be on more stations than last year, with the latter firm possibly doubling its nine-station set-up of 1937.

General Mills, which last season sponsored games on more than 80 stations either alone or with Socony Vacuum Oil Co., will probably use as many or more stations next year. Socony cosponsored games on nearly 50 stations last season and this may be slightly increased next year. Agencies for the leading baseball advertisers are: General Mills, Knox Reeves, Minneapolis; Socony Vacuum Oil Co., J. Stirling Getchell Inc., New York; Kellogg Co., N. W. Ayer & Son, Philadelphia; Atlantic Refining Co., N. W. Ayer & Son, Philadelphia.

IT SOUNDED NUTTY, THIS IDEA

But WDAY Found That Even Early-to-Bed Folk Listened to Midnight Baseball Recreations

The snow may be flying in North Dakota, but WDAY still talks about the way it handled its baseball dilemma during the summer. Dave Henley, manager, tells interestingly of WDAY's experiences and the story will prove informative to other stations with baseball problems.

By DAVE HENLEY
Manager
WDAY, Fargo, N. D.

BASEBALL—WDAY used three men to handle its rebroadcasts late at night. Left to right are El Prough, announcer; Harold Smithson, operator; Henry Shiels, sound effects.

WITH local baseball fans swinging into concerted action behind the Fargo-Moorhead Twins, of the Northern League, this year, WDAY determined to give baseball to its entire area but, and that was a big "but", there was a big obstacle to overcome.

WDAY was carrying a heavy early and late afternoon schedule. The one spot that was open was an hour-and-a-half starting at 3 p. m. The management of the Twins was approached with the idea of starting games at 3 p. m. instead of 4:30 and 5 p. m. Careful consideration was given the idea but it had to be given up after being tried out for a few days since it was impossible to get crowds out that early. So back they went to 5 o'clock which meant that WDAY could not broadcast the games. Right there is where El Prough, sports announcer, stepped into the picture with his idea of rebroadcasting the games.

Getting the Color

With his typewriter tucked under his arm Prough attended the afternoon games. Wrote a complete running account of the game including all the color he could get. At 10:15 p. m. the rebroadcast of the day's game went on the air. It sounded nutty, baseball at 10:30 at night and especially out in this part of the country where presumably people hit the hay at 8 o'clock. The story of WDAY's rebroadcasting success is now history but it is history well worth keeping in mind.

The folks out here wanted their baseball so sincerely that they gave concrete evidence of sitting up nights and listening. When Prough made his first rebroadcast he asked for comments and expressions from the listeners. He didn't have to wait long—but he was a busy little man for a few days trying to explain just exactly how and where he attended a Twins baseball game at 10:30 at night.

Realism is what Prough gave his work. With a carbon copy of his running account in the hands of Henry Shiels, an operator, Prough would go on the air. It was Shiels' job to run the sound effects of the crowd and with the running ac-account in front of him he did a realistic job. For the bat contacting the ball Prough found that a snap of his fingers worked well; for the ball landing in the catcher's mitt he used a mallet and catcher's mitt. From the time one of his games started there was no doubt in the listener's mind that he was at a ball game.

Out-of-town games were handled by Western Union direct wires. Prough worked directly from these reports, letting the game get a head start in the event it was a night game.

The rebroadcasts became a major feature of WDAY—the Twins drew the best crowds in their history and local sponsors clambered to participate in the broadcasts. Some of the sponsors were: YB Cigars, Fitgers Beer, Coca Cola and a number of local accounts.

The rebroadcasts solved the problem for WDAY and gave the local team a mighty boost in popularity which was exactly what everybody interested wanted and as a result everybody is happy and the station has a baseball feature for 1938 that is already established with a listening audience in three states.

News Test on WFBR

Mr. Roudybush

FRANKLIN ROUDYBUSH, newspaper man, lecturer and head of the Roudybush Foreign Service School which trains young Americans for the diplomatic service, began a series of interpretative newscasts on WFBR, Baltimore, Dec. 2 under sponsorship of Remington - Rand Inc., New York. Mr. Roudybush, who speaks eight languages and during two trips around the world interviewed prominent political leaders for the American press, will confine his news periods to a timely exposition of what is going on in world capitals with a dramatization of personalities and events. His series will consist of 13 quarter-hour newscasts on Thursday evenings. Leeford Adv. Agency, New York, has the account.

BRIGGS & VARLEY Inc., New York agency, has been purchased by Leo McGivena, formerly promotion manager, *New York Daily News*, and more recently copy director of Lennen & Mitchell Inc., New York; Frederic Suhr, executive art director of the latter agency; and Tom Varley, vice-president, Briggs & Varley. Harry Varley, president, recently resigned to become president of Schick Razor Corp. The agency's change in ownership is effective Jan. 1.

Means to Improve Programs Sought

Chicago Group Favors Awards; Higher Standards Advised

CHICAGO agency and station men met Dec. 8 at the invitation of Bobby Brown, WBBM program director, to discuss ways to improve radio shows.

One of the plans suggested was to offer cash prizes, as the motion picture industry does through its Academy Awards for best scripts, best produced programs, best acted radio shows. Rather than have organizations like the Women's National Radio Committee offer various awards it was agreed that radio itself should assume the initiative in offering some worthwhile prize for better-grade dramatic material.

Stations and networks were urged to refuse programs of a substandard nature. Even though better-grade dramatic programs do not sell immediately, stations should continue to put on good dramatic programs because once proven successful with listeners, advertisers will be only too glad to sponsor them on the air, the group suggested. Smaller stations were urged to take the initiative in fostering better grade dramatic productions especially since, in most instances, they have more sustaining time available than the larger stations.

Both networks and stations were urged to foster more workshops like those at New York University and the CBS programs directed by Irving Reis. Once high-grade writers and actors are developed, radio should expend more money in their behalf so that Hollywood would not be constantly seducing radio's best talent, the radio men concluded.

Suggestion was made that radio salesmen, rather than thinking of only selling time when contacting prospective advertisers, approach them with suggestions for better-type programs. Advertisers themselves came in for criticism in that though they might be successful business men, agencies and stations should have complete charge of production.

Agency men attending the meeting were: George Fogel, Jack Hurdle, Jack Mathae and Ed Morse of Blackett-Sample-Hummert; Joseph T. Ainley, Aubrey, Moore & Wallace; Lou Jackobson, J. Walter Thompson Co.; Arthur Meyerhoff, Neisser - Meyerhoff; Cecil Widdefield, Schwimmer & Scott; Station folk included Myrtle Stahl, Blair Walliser and Russ Young, WGN; Harold Safford, WLS; Miles Reed, WCFL; Joe Allabough, WJJD; Judith Waller, NBC; and Bobby Brown, Stan Thompson, Walter Preston, Kaye Brinker, Orin Tovrov, Stuart Dawson, Phil Bowman, Dick Lawrence, Ted MacMurray, Hal Burnett, Frank Rand and Dick Chindblom, of WBBM. Harold W. Crews of Northwestern University; Harold W. Kent, radio director of the Chicago Public Schools, and Read Wight of World Broadcasting System also attended.

PRODUCERS Distributing Agency Inc., New York (Norbest turkeys), on Dec. 13 started a new series of daily five-minute broadcasts on WOR, Newark. Agency is Edwin M. Phillips Co., New York.

XUM

It's Here!

The Gates "Audio Compressor"

DECIBELS
MASTER GAIN
LIMITER CONTROL
GATES AUDIO COMPRESSOR
MODEL-17B
GATES RADIO & SUPPLY CO.
QUINCY, ILL. U.S.A.
IN-COMPRESSOR-OUT
IN - VOL. IND. - OUT

17-B Audio Compressor

Raises your audio output =s, Increased coverage!

Features . . .

1—Unlimited compression above peak level.

2—Automatic voltage regulated power supply.

3—Uniform response curve under compression.

4—Attaches to your present program amplifier offering marked reduction in cost.

5—Exclusive 5-inch illuminated V. I. meter.

6—Complete transmitter gain control from limiter panel.

7—Simple to install . . . . simpler to operate.

This newest Gates product has the usual moderate price tag. Write for bulletin — 83 —

GATES RADIO & SUPPLY CO.
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U.S.A.
CABLE ADDRESS (GATESRADIO)

The Time Proven Line

ALABAMA

WSGN	Birmingham
WMFO	Decatur

ARIZONA

KOY	Phoenix

ARKANSAS

[illegible]W	Ft. Smith
[illegible]A	Siloam Springs

CALIFORNIA

[illegible]MC	Bakersfield
	Eureka
[illegible]R	Long Beach
[illegible]J	Los Angeles
KLX	Oakland
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara

COLORADO

KFEL	Denver
KGHF	Pueblo

CONNECTICUT

WTIC	Hartford
WELI	New Haven

DISTRICT OF COLUMBIA

WJSV	Washington

FLORIDA

WRUF	Gainesville
WMBR	Jacksonville
WLAK	Lakeland
WQAM	Miami
WDBO	Orlando
WFOY	St. Augustine
WSUN	St. Petersburg
WTAL	Tallahassee
WJNO	West Palm Beach

GEORGIA

WAGA	Atlanta
WRDW	Augusta
WMAZ	Macon
WTOC	Savannah
WAYX	Waycross

IDAHO

KIDO	Boise
KID	Idaho Falls
KRLC	Lewiston

ILLINOIS

WGN	Chicago
WJBL	Decatur
WTAX	Springfield

INDIANA

WTRC	Elkhart
WLBC	Muncie

IOWA

WMT	Cedar Rapids
WOC	Davenport
WKBB	Dubuque
KMA	Shenandoah

KANSAS

KFBI	Abilene
KVGB	Great Bend
KWBG	Hutchinson
KOAM	Pittsburg

KENTUCKY

WLAP	Lexington

LOUISIANA

WJBO	Baton Rouge
KMLB	Monroe
WDSU	New Orleans
KRMD	Shreveport

MAINE

WLBZ	Bangor
WCSH	Portland

MARYLAND

WFBR	Baltimore
WTBO	Cumberland
WFMD	Frederick

MASSACHUSETTS

WEEI	Boston
WCOP	Boston
WTAG	Worcester

MICHIGAN

WHDF	Calumet
WJR	Detroit

MINNESOTA

KATE	Albert Lea
WEBC	Duluth
KVOX	Moorhead
KROC	Rochester
KSTP	St. Paul-Minneapolis

MISSISSIPPI

WAML	Laurel
WQBC	Vicksburg

MISSOURI

KMBC	Kansas City
KWK	St. Louis
KGBX-KWTO	Springfield

NEBRASKA

KFAB	Lincoln
KOIL	Omaha

NEW MEXICO

KGGM	Albuquerque
KRQA	Santa Fe

NEW YORK

WOKO	Albany
WGR-WKBW	Buffalo
WESG	Elmira
WOR	New York
WQXR	New York

World Broadcasin

and its affiliated station

wish yo

a Merry Ch

and a Happy

WHDL	Olean
WHAM	Rochester
WFBL	Syracuse

NORTH CAROLINA

WBIG	Greensboro
WAIR	Winston-Salem

NORTH DAKOTA

KRMC	Jamestown
KLPM	Minot

OHIO

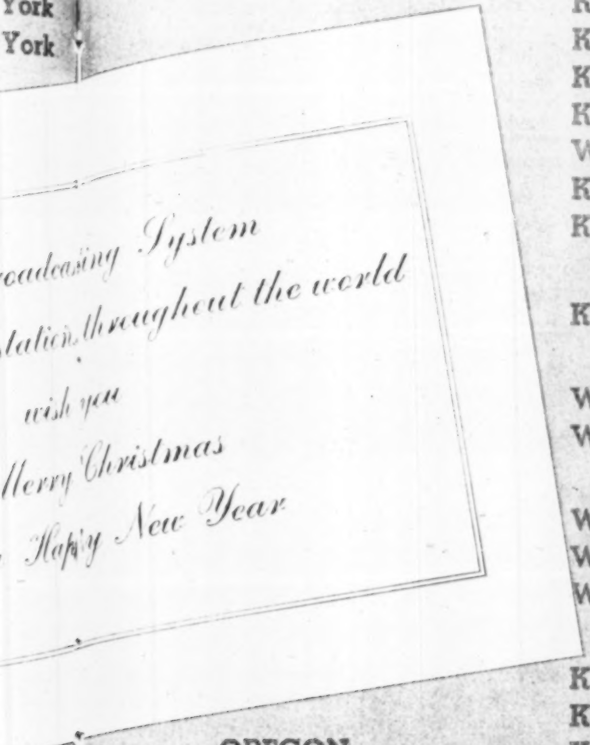
WJW	Akron
WHBC	Canton
WCKY	Cincinnati
WHK	Cleveland

OHIO (Continued)

WHKC	Columbus
WSMK	Dayton
WKBN	Youngstown

OKLAHOMA

KADA	Ada
KVSO	Ardmore
KCRC	Enid
KBIX	Muskogee
KVOO	Tulsa


roadcasting System
tation throughout the world
wish you
Merry Christmas
Happy New Year

OREGON

KFJI	Klamath Falls
KOIN	Portland

PENNSYLVANIA

WCBA-WSAN	Allentown
WFBG	Altoona
WLEU	Erie
WKBO	Harrisburg
WCAU	Philadelphia
WIP	Philadelphia
WCAE	Pittsburgh
WGBI	Scranton

RHODE ISLAND

WJAR	Providence

SOUTH DAKOTA

KABR	Aberdeen

TENNESSEE

WOPI	Bristol
WDOD	Chattanooga
WREC	Memphis
WLAC	Nashville

TEXAS

KFDM	Beaumont
KGFI	Brownsville
KRIS	Corpus Christi
KTSM	El Paso
WBAP	Ft. Worth
KXYZ	Houston
KFRO	Longview
KRLH	Midland
KPDN	Pampa
WOAI	San Antonio
KCMC	Texarkana
KGKO	Wichita Falls

UTAH

KDYL	Salt Lake City

VERMONT

WCAX	Burlington
WNBX	Springfield

VIRGINIA

WSVA	Harrisonburg
WRVA	Richmond
WDBJ	Roanoke

WASHINGTON

KXRO	Aberdeen
KVOS	Bellingham
KGY	Olympia
KOL	Seattle
KMO	Tacoma
KUJ	Walla Walla
KPQ	Wenatchee
KIT	Yakima

WEST VIRGINIA

WHIS	Bluefield

WISCONSIN

WEAU	Eau Claire
WHBY-WTAQ	Green Bay
WKBH	La Crosse
WIBA	Madison
WOMT	Manitowoc
WHBL	Sheboygan
WSAU	Wausau

HAWAII

KGMB	Honolulu

CANADA

ALBERTA

CFAC	Calgary
CJCA	Edmonton

BRITISH COLUMBIA

CKWX	Vancouver

MANITOBA

CFAR	Flin Flon
CJRC	Winnipeg

NEW BRUNSWICK

CKCW	Moncton
CHSJ	Saint John

ONTARIO

CKPC	Brantford
CKCO	Ottawa
CJIC	Sault Ste. Marie
CKCL	Toronto
CKLW	Windsor

PROVINCE OF QUEBEC

CKAC	Montreal
CKCV	Quebec
CHLT	Sherbrooke
CHLN	Three Rivers

SASKATCHEWAN

CJRM	Regina

FOREIGN

AUSTRALIA

5 DN	Adelaide
4 BC	Brisbane
3 KZ	Melbourne
2 GB	Sydney

NEW ZEALAND

1 ZB	Auckland
2 ZB	Wellington
3 ZB	Christchurch
4 ZB	Dunedin

MEXICO

XEW	Mexico City

FRANCE

Radio Toulouse	Toulouse

UNION OF SOUTH AFRICA

South African Broadcasting Corporation

Cape Town	Grahamstown
Durban	Johannesburg

XUM

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The Newspaper Issue

DEEP MYSTERY may enshroud the newly-constituted FCC in its efforts to remould policies governing broadcasting. But it is glaringly apparent that just about the knottiest job before it deals with newspaper ownership.

There is no mistaking the fact that the FCC has embarked upon a quest for information on this subject. The zeal with which commissioners have plied attorneys with inquiries on the subject at recent oral arguments; the deeply significant manner in which examiners delve into newspaper ownership matters in applications they hear, and in manifold other ways this interest has been demonstrated.

Although he has made no direct statement, Chairman Frank R. McNinch is understood to have been advised by President Roosevelt that he wanted the newspaper ownership issue considered. Nearly a year ago, FCC General Counsel Hampson Gary, in response to an interrogatory from Senator Wheeler, held that the FCC, under the existing law, has no authority to separate newspapers from station ownership, but he felt Congress constitutionally could evolve legislation to that end.

The issue is a live one. Presumably, the FCC will make some recommendation to Congress after it has thoroughly exhausted all phases of the problem. But the Commission obviously isn't ready as yet to crystallize its views.

The degree to which the FCC is plumbing this issue has been reflected in the questions of members at oral arguments. The most recent instance was in the case of KSD, owned by the *St. Louis Post Dispatch*, against KFUO, owned by the Lutheran Synod, the latter using a few hours weekly on the KSD channel of 550 kc. Commissioner Brown took occasion to ask Donald Richberg, of counsel for KSD, and former NRA administrator, as to his views.

In pointed response, Mr. Richberg held that newspaper ownership has not reached the point where a monopoly issue is involved; that newspapers were in the forefront of broadcasting development and should not be penalized by any class restrictions; that it was perfectly natural for newspapers to pioneer in broadcasting since both are dedicated to general public service, and that the Bill of Rights guarantees freedom of the press. He concluded that the issue should not constitute a policy problem, except in handling of individual cases.

With that viewpoint we are inclined to concur wholeheartedly. But there is no sidestepping of the issue as far as the FCC is concerned. It is under a virtual mandate to probe newspaper ownership and that it is doing.

On the same subject, William S. Paley, brilliant young president of CBS, put his finger on the very crux of the newspaper ownership issue in an address before the educational conference in Chicago. He asserted that radio "must never have an editorial page; that it must forever be wholly, honestly, and militantly non-partisan, not only in politics but in the whole realm of arguable social ideas."

We have advocated that view even before the newspaper divorcement agitation. It has been engendered by the fear that militant publishers will go to the microphones they own and orally "publish" their editorials, while their opponents have no such opportunity.

In his speech, published elsewhere in this issue, Mr. Paley ably differentiates between freedom of the press and freedom of speech. There *is* a real difference. Radio would be in very grave danger if station owners exercised the prerogatives of newspaper publishers to plead partisan cases via the instrumentalities they control. But the answer is that radio, except in very isolated and remote cases, simply isn't doing it. And a thinking broadcasting industry, sensitive to the tempo of the times, and aware of its public service responsibilities, will not permit itself to become tainted with any political complexion or involved with any partisan movement.

Legion Revival

SIGNS are becoming increasingly plentiful of impending revival of a "Legion of Decency" campaign against radio. Feelers are being thrown out. Editorials are being adroitly "planted" in anti-radio journals, as an obvious build-up. "Radio lobby" propaganda is being disseminated at an accelerated pace. The same clique of calamity-howlers appears to be sowing the seed.

The first "Legion of Decency" against radio started some three years ago. It attempted to carry on anonymously. It had a fictitious New York address. It pandered its stuff successfully to the amusement trade press—constitutionally opposed to commercial radio even though it attempts to hide that antagonism—and to anti-radio newspapers. They didn't bother to check the source or the veracity of the tirades; it was anti-radio and that was sufficient.

A few days ago the *Detroit Free Press* carried a significant editorial citing "the abuse of radio in this country" and pointing out that the "forces of decency have made their voice heard in other directions." This was ably answered by James F. Hopkins, head of WJBK, in a letter that must have caused the *Free Press* editorial board to do a little reflecting and perhaps some checking.

Simultaneously, members of Congress and of other radio groups in Washington have been queried in a systematic movement by certain amusement trade-press legmen on the "Legion" revival. That is the old army game.

Radio is not vulnerable to attack on the basis of decency. On the contrary, it has kept itself scrupulously free of such things as sex and crime and other morbid pursuits that appear to be in public demand but not public interest. Radio caters neither to the level of the tabloid-reader nor the very rich. But it provides a service, all things considered, that satisfies them equally along with the great majority of the listening populace. And it is constantly improving that service.

Let those who have crusading complexes direct their energies toward conditions that need correcting, and where they might be rewarded with some degree of success. And, as is always the case, they might first take a look in the mirror and decide whether there isn't a preliminary job to be done.

Reorganization Plan

A PLAN for reorganization of the NAB has been drafted under the mandate of the emergency convention held in New York two months ago. It is a good plan. It is the fruit of the labors of a committee of able men. It is the result of two months of intensive study and analysis of the problems confronting all elements of the industry, undertaken by Philip G. Loucks, an attorney peculiarly fitted for the task by virtue of having served as the NAB executive officer for five years.

The plan soon will be in the hands of all broadcasters, NAB members and non-members alike. The committee asks that it be studied and criticized. Then it will be redrafted to encompass the best of the new thoughts advanced, and again submitted to the industry 30 days prior to the annual convention to be held in Washington Feb. 14 at which the reorganization *must* be effectuated.

The plan is a democratic one. It provides for strong leadership through the designation of a paid president. Sanely, it recommends, in effect, against a "czar". It provides means whereby all elements in the industry may participate in activities of the association. And it provides for adequate personnel to care for labor, legal, engineering, research, promotion and other policy problems.

We concur 100% in the objectives of the plan. It follows closely the desires of the membership expressed at the last half-dozen NAB annual meetings. Unless the basic plan is adopted, the NAB as such will disintegrate. The process already has set in, as a matter of fact. And many important stations—the most important—have already made known they intend to drop out unless a far-reaching revamping of the association is effected.

Broadcasters should scrutinize the plan closely. They should make their suggestions freely. And then they should come to the February convention prepared to sweep into effect a concrete project to safeguard their industry and, incidentally, themselves.

XUM

We Pay Our Respects To —

CLARENCE GILBERT COSBY

SOLDIER, concert artist, ball player—professions as widely separated as the moon from the stars have all known the name of Clarence Cosby, general manager of Thomas Patrick Inc., operator of KWK, St. Louis.

His interesting career began almost as soon as he discarded three-cornered pants, as his record shows a professional singing engagement at the age of four. That first impression of the gentle art of singing molded the ambition of Clarence Gilbert Cosby toward the concert stage and a brilliant career as an artist—but—something happened to those plans and dreams.

Upon his graduation from St. Louis University, Cosby, although short of stature, joined the old Eastern Illinois League as an outfielder for Pana, Ill. After demonstrating fair promise as a ball player, he was sent to Montgomery, Ala., in the Southern Association, where he again held down a position as outfielder. He had as a team-mate in those days, Casey Stengel, ex-pilot of the Brooklyn Dodgers. Having pocketed at least a small part of his earnings as a chaser of the horsehide, Cosby returned to his home in St. Louis to resume his study of voice—still his real ambition.

From St. Louis, where he was born, he journeyed to New York City, after having his assets fortified by his father, the late Dr. V. B. Cosby. Upon reaching Gotham, he entered his study of voice with determination. Several outstanding instructors convinced of his promise, promptly took him under their wing. After intensive study with two of the more famous teachers—Paul Mori and Francis Fischer Power of New York—Cosby decided to polish off his study by training abroad. He traveled to Paris, where he went to the studios of Jean De Reski, one of the world's greatest. When he was pronounced ready for his chosen field, Cosby returned to America where he started a series of concerts throughout the States. After a highly successful concert debut, he teamed with Albert G. Robyn in a series of joint concerts through South America.

Upon his return from that tour, the war clouds overshadowed his thoughts of further concert work, so Cosby heeded the call and joined the army.

His name was promptly entered on the roll of the Intelligence Section of the U. S. Army, and he was sent across the water by the "G2" office, attached to the 89th Division. During the conflict he served under Col. Frank Wilbur Smith, and Capt. Thomas E. Gowenlock, now a prominent Chicago attorney.

In a book written by Captain Gowenlock, and only recently published, *Soldiers of Darkness*, Mr. Cosby rates considerable mention for his activity in this most dangerous branch of foreign service. He managed, by his uncanny ability to keep his head on his shoulders, to reach the morning on which the Armistice was signed. Just as the war was within a few hours of termination and the order to "cease firing" was about to be heard, Cosby ran afoul a gas attack near the front line sector at Steney, France. He was carted away to a French hospital in Paris, where he was confined for nine months while convalescing.

That gas attack ended abruptly a promising concert career. Cosby spent months trying to regain his singing voice but his throat and lungs had been so injured that further concert engagements were out of the question.

Upon returning to America and attempting further to prepare himself for a tentative contract with the Chicago Civic Opera Company, he was brought face-to-face with the realization that he must seek other lines of endeavor. Not to stray too far from the profession of his choice he joined Baldwin Piano Co., in charge of advertising and Artists' Service for the Southern half of the United States, from coast to coast. During his ten years with Baldwin, Cosby enlisted many great artists to the cause of its pianos—such outstanding musicians and conductors as Jose Iturbi, Edward Johnson, and Eugene Goesens.

Many artists in the field of serious music were booked for engagements anywhere from Paducah, Ky. to Phoenix, Ariz., by the young gentleman who had so much to say about the quality of Baldwin pianos. In 1929, when he was informed that his office was to be consolidated and moved to Cincinnati, Cosby decided quite suddenly that he was fairly tired of wandering around, and quietly hung his hat in St. Louis.

The day he left Baldwin, he just as quietly slid his feet under a desk that bore the name plate—"Clarence Cosby, General Manager—KWK."

He had joined the station which he previously could have purchased but which he had let slip through his fingers.

During his activity with Baldwin, he had come in frequent contact with Thomas Patrick Convey, who had started KMOX, and later had bought KWK. It was a case of mutual admiration, with Cosby greatly impressed with the aggressiveness and showmanship of Convey. Convey, in turn, was happy to annex to his new station as general manager a man with the theatrical background and advertising ability that Cosby possessed.

He became affiliated with KWK at the very beginning of its rapid rise as a leading metropolitan station, and his guiding hand helped to build the station to its present position. Upon the death of Thomas Patrick Convey, Cosby, with his thorough knowledge of Convey's ideals, proved himself an invaluable aid in assisting Bob Convey, the son, as he took over control and operation of the station which his father had founded.

Clarence Cosby will soon qualify to give his own version of "Life Begins at Forty." He and Mrs. Cosby, as well as their strapping young son, Don (who's determined to be a sports announcer) live in University City, a suburb of St. Louis.

PERSONAL NOTES

HUGH (Rusty) YOUNG, formerly with WIOD, Miami, and KFSD, San Diego, has returned to his home town, Winnipeg, to join the sales staff of CJRC. He was featured over the air in Winnipeg in 1931 in a comedy team, going from there to WCCO.

W. DONALD ROBERTS, formerly with Joseph Hershey McGillvra, station representative organization, New York, has joined the eastern sales staff of NBC, New York.

ROBERT RUNCK, formerly with WLW, Cincinnati, and Miss Helen Hoag, formerly with Paramount and Warner Brothers, have joined the sales staff of WALR, Zanesville, control of which was recently acquired by Ronald B. Woodyard. Bob Horn remains as program director, with Stuart Finley, formerly with WCPO, Cincinnati, WWSW, Pittsburgh, and WIBX, Utica, as production manager and chief announcer.

VICTOR BROOKS, formerly with CKCR, Waterloo, Ont., has been appointed commercial manager of CFCH, North Bay, Ont.

L. B. WILSON, owner of WCKY, Cincinnati, has purchased a home on Venetian Island, near Miami Beach, Fla., from George W. Davis, head of the new Davis Dog Products firm, Chicago.

ARDE BULOVA, watch manufacturer and broadcaster, sailed on the *Normandie* Dec. 8 for a European visit.

JOHN GILLIS, formerly of Marshall Field & Co., Chicago, has joined the sales staff of WLS, that city, to replace Dave Wilburn, who has joined the local office of John Blair & Co.

ROBERT I. BERGER, director of radio for the Democratic National Committee, has taken leave of abscence to act as director of radio for the Committee for the Celebration of the President's Birthday. With headquarters in New York, he has arranged programs to be carried by NBC, CBS and Mutual.

JAMES R. MIDDLEBROOKS, CBS construction engineer, was the principal speaker at the Radio Departmental of the San Francisco Advertising Club Dec. 9. Clyde Coombes, member of the NBC sales department in San Francisco, also spoke. Phil Lasky, manager of KSFO, was chairman of the day.

EDWARD J. JANSEN, commercial manager of KVI, Tacoma, is the father of a nine-pound daughter, born Nov. 30. The baby has been named Ann Theresa Jansen.

STANLEY LOMAS, formerly with N. W. Ayer & Son, Philadelphia, on Nov. 29 joined CBS, New York, as assistant to Edwin S. Reynolds, sales promotion manager for the network's managed and operated stations.

FRANK OXARART, veteran radio executive and former San Francisco manager for Allied Advertising Agencies, recently joined KYA, San Francisco, as account executive.

FRANCIS CHAMBERLIN of the commercial department of WMPS, Memphis, is the father of a baby girl born recently.

DON SERVICE, attorney for Broadcasting Service Assn., Sydney, Australia, arrives in Los Angeles Dec. 27 aboard the *Monterey*, on company business.

CHARLES H. KELTNER, former county farm advisor of Rockford, Ill., has been appointed director of agricultural service of WROK, that city.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, was named chairman of the radio committee for Philadelphia's United Campaign charity drive.

CHESTER M. STRATTON, formerly of Radio-Keith-Orpheum and NBC, has been named managing director of National Radio Registry, 415 Lexington Ave., New York.

GEORGE COOK, assistant treasurer of WLS, Chicago, became the father of a 6½ pound boy, David, Dec. 4, his third child.

EDWARD KLAUBER, CBS New York executive vice-president, was in Hollywood in early December to confer with Donald W. Thornburgh, Pacific Coast vice-president.

ROSS BARBOUR, executive of British Broadcasting Corp., London, was in Hollywood in early December contacting talent.

EVE STANLEY, formerly of J. Walter Thompson Co., San Francisco, has joined KFI-KECA, Los Angeles, as account executive. Also added to the sales staff are John C. Jensen of the *Los Angeles Daily News*, and Harry H. Comer, formerly of the *Los Angeles Times*.

FRANK DELLETT, NBC western division auditor, has been transferred from San Francisco to Hollywood where auditing headquarters are now established.

JOHN ROYAL, NBC New York vice-president in charge of programs, has been in Hollywood conferring with Don E. Gilman, western division vice-president.

XUM

HINES HATCHETTE, formerly a salesman at WINS, New York, is now with J. H. Perry Associates, New York, as salesman for WCOA and newspapers.

GLENN SNYDER, vice-president and general manager of WLS, was reelected president of the Veterans of Company A, 356 infantry, at the annual reunion held recently in St. Joseph, Mo.

GEORGE PROVOL, formerly of KFKA, Greeley, Col., has joined the sales staff of KDYL, Salt Lake City.

GEORGE MAGNES, former advertising agency man, has joined the staff of KJBS, San Francisco, as account executive.

PERSONNEL AT WLW SHIFTED BY SHOUSE

GRADUALLY altering the personnel structure of the Crosley stations, James D. Shouse, vice-president of Crosley Radio Corp. and general manager of WLW and WSAI, on Nov. 29 announced four promotions on the WLW staff.

E. C. Krautters was named assistant sales manager and Eldon A. Park, assistant program manager. The posts of both sales manager and program manger at present are vacant. Robert G. Jennings, assistant manager in charge of WSAI, at present temporarily is serving as chief assistant to Mr. Shouse in both the sales and program departments.

Lee House was promoted from the production department to the head of continuity, succeeding Mr. Krautters. Bob Franken was assigned to traffic, succeeding Mr. Park.

Bob Dunville, assistant manager of KMOX, St. Louis, which Mr. Shouse headed prior to his acceptance of the Crosley post, has joined the WLW staff in an executive capacity. He will be assigned to the program department, it is understood. For the past five years, Mr. Dunville was on the executive staff of KMOX under Mr. Shouse.

AFA Urged to Combat Charge That Advertising Causes Boost in Prices

THE advertising profession must meet the challenge that advertising costs are responsible for increased prices to the consumer, George M. Slocum, president of the Advertising Federation of America told the 10th District AFA session held recently in San Antonio.

As a matter of fact, Mr. Slocum pointed out, advertising means wider distribution with lower manufacturing costs and lower prices to the consumer.

Among other speakers were William C. D'Arcy, former AFA president; Neal Barrett, Oklahoma City, retiring governor and manager of KOMA, Oklahoma City; Harry Boyd Brown, of Philco Radio & Television Corp. Delegates included Gene Roth, manager of KONO, San Antonio; Hugh A. L. Halff, president of WOAI; Mr. Barrett; Carl A. Doty, merchandising manager of WOAI.

BOB BURNS, comedian, has filed suit in Los Angeles superior court to prevent Radio Transcription Co. of America, Hollywood, and C. C. Pyle, its president, from distributing a transcribed radio program in which he is featured. He charges that while he did make some records, they have been dubbed into the transcription series with other talent without his consent.

FIRST BIRTHDAY—Of KVOR, Colorado Springs, under management of the Out West Broadcasting Co. was celebrated with a studio show called *Suppressed Desires*. Suppressing same are (left to right) Wauhillau LaHay, program director; Dudley Tichenor, sales; Bob Hayward, operator; Arbor Fuller, announcer; Zelle Wade, program department; Leon Marshall, sales; Tom Roark, operator; Anita Parry, secretary; Gil Hodges, newscaster; Bob Freed, announcer; Paul Hughes, newscaster; Fred C. Mueller, commercial manager; Hugh B. Terry, station manager; Charles Roberts, sound effects, and Eustace Taylor, chief engineer. There followed a party.

BEHIND the MIKE

LARRY NIXON, program director, WNEW, New York, and Miss Jeanette Smits were married in Baltimore Dec. 4.

ERWIN DARLINGTON has joined the announcing staff of WDNC, Durham, N. C., to replace Al Harding who recently joined WCCO, Minneapolis.

JAMES ALDEN BARBER, former program director of KBTM, Jonesboro, Ark., has been named production manager of KGVO, Missoula, Mont.

GEORGE DEAN, formerly of KVOS, Bellingham, Wash., has joined KOMO-KJR, Seattle.

ED GUNDAKER, formerly of WGAL, Lancaster, Pa., has joined the announcing staff of WHP, Harrisburg. Robert Deihl, formerly of WOR, Newark, has also joined the WHP announcing staff.

CARL ERICKSON, WIND, Gary, announcer and Marie Fox of Rockford, Ill., were married Dec. 1 in Valparaiso, Ind.

HANK RICHARDS, free-lance continuity writer, has returned to Chicago from Chandler, Ariz., and is writing *Keystone Barn Dance Party*, *Gillette Hometown Memories*, and *Voice of the Feed Lot*, on WLS. Richards was formerly with WLS, KMOX, WIND and KRNT.

KEN ENGLUND, Hollywood radio and motion picture writer, is writing a book on radio scripts.

SAMUEL KURTMAN, after receiving his degree in dental surgery at University of Pennsylvania, has returned to Hollywood and rejoined Eddie Cantor's writing staff on the CBS *Texaco Town*. Other writers include Charles Quillen, Izzy Elinson and John Rapp.

BETTY LAIDLAW and Robert Lively have been added to the writing staff of the CBS *Vicks Open House* program sponsored by Vicks Chemical Co., from Los Angeles.

KEN CARPENTER, NBC Hollywood announcer, has replaced Don Wilson on the weekly *Hollywood Mardi Gras* program sponsored on the Red network by Packard Motor Car Co. Wilson now confines his radio activities exclusively to the *Jack Benny Program* (Jell-O) sponsored by General Foods Corp. Wilson's withdrawal from other programs is said to have been requested by General Foods, but he continues his motion picture work. Carpenter continues to announce the NBC *Kraft Music Hall* sponsored by Kraft Phenix Cheese Corp.

Getting the Bird

A BIG snow owl from the North flew into a high-tension wire recently and shut off the current for the transmitter of WHBL, Sheboygan, Wis. The station was off the air 35 minutes. The bird was electrocuted.

KLZ, Denver, was off the air for seven minutes recently when a blue heron stopped to rest on its main power line. The heron rests in peace.

DAVID BROEKMAN, after three years with Don Lee Broadcasting System, Los Angeles, during which time he was musical director, has resigned. He continues as musical director of the weekly NBC *Thrills* sponsored by Union Oil Co., on the Coast.

PAUL PIERCE has resigned as radio department manager of Howard W. Newton Co., Beverly Hills, Cal., agency, to join the CBS Hollywood continuity staff. He succeeds Ray Grande, resigned.

BOB EDGE, hunting and fishing authority of WOR, Newark, on Dec. 2 married Miss Liljan J. Larsen.

BILL HOLMES, former radio and music editor of the *Oakland Post-Enquirer*, resigned recently to join the continuity staff of NBC, San Francisco. He will write for the *Women's Magazine of the Air*, participating afternoon variety show.

HELEN SAWYER, of the KSFO staff in San Francisco for three years, has resigned to join the production department of CBS in Hollywood.

MARY KATHLEEN MOORE recently was placed in charge of the music library information desk at NBC, San Francisco. She had been with NBC for ten years.

WILLIAM LANG, announcer at KYW, Philadelphia, is the father of a baby boy.

PRISCILLA FORTESCUE, fashion editor of WAAB, Boston, has gone to Hollywood to prepare for a weekly MBS series titled *New England Girl in Hollywood*.

MARSHALL SHANTZ Jr., formerly of WFBL, Syracuse, N. Y., and WIBX, Utica, N. Y., has joined the announcing staff of WORL, Boston, to replace Harry Marble who has joined the announcing staff of WCAU, Philadelphia.

KEN WILSON, organist of WHDH, Boston, has been named program director to succeed Fred Garrigus, shifted to announcing.

LEE GEBHARDT, Chicago, who wrote *Ma Perkins* script for a number of years, has been assigned by Blackett-Sample-Hummert Inc., Chicago, to author the *Court of Missing Heirs*, sponsored on CBS by Skelly Oil Co., Kansas City.

DAVID WARD has joined the announcing staff of WALR, Zanesville, O. He formerly was with WJW, Akron; WCOL, Columbus; WSAZ, Huntington, W. Va.; WCSH, Charleston, W. Va., and WSMK, Dayton.

TED PEARSON, former NBC New York announcer recently signed by M-G-M, has been assigned a part in the motion picture *Test Pilot*. He is also announcer on the Maxwell House broadcast.

NEIL RHAU has joined the publicity department of Warner Bros. First National Studios, Burbank, Cal., in charge of radio exploitation.

GERRY WILMOT, formerly of CJOR, Vancouver, B. C., has joined the announcing staff of CBM, Montreal.

CONNIE FORD, formerly with Needham, Lewis & Brorby Inc., Chicago agency, has joined the announcing staff of WMBD, Peoria. Don Tolliver has been made a full time WMBD announcer.

CLIFF CARL, character comedian, has joined the staff of WHO, Des Moines.

HARRY CAMPBELL, former entertainer of KMOX, St. Louis, has joined the announcing staff of KFRU, Columbia, Mo.

HENRY YOHANNAN, pianist of WIND, Gary, Ind., and Mable Peters of Enid, Oklahoma, were married Dec. 6 in Chicago.

LEWIS HERMAN, Chicago radio writer, and Carlton Guy, the *Hoosier Philosopher* on WAAF, have sold an article to *Esquire* titled "Man Beats Dog". It is taken from *Joe Doakes—Showman*, a book they will publish soon.

JOE SILVER has been named continuity editor of WAAF, Chicago.

LARRY WOLTERS, radio editor of the *Chicago Tribune*, is the father of a baby girl, born Nov. 27.

MORRISON C. WOOD, production man at WGN, Chicago, left Dec. 6 to direct and write for a Hollywood film company.

LENNA THOMAS has joined KMOX, St. Louis, to handle art work for its sales promotion department.

RODERICK MAYS, formerly on the production-announcing staff of KYA, San Francisco, has joined the CBS Hollywood continuity department replacing Carlos del Prado, resigned. Roswell Rogers has taken a leave of absence to join Jack Haley's writing staff on the NBC *Log Cabin Jamboree*.

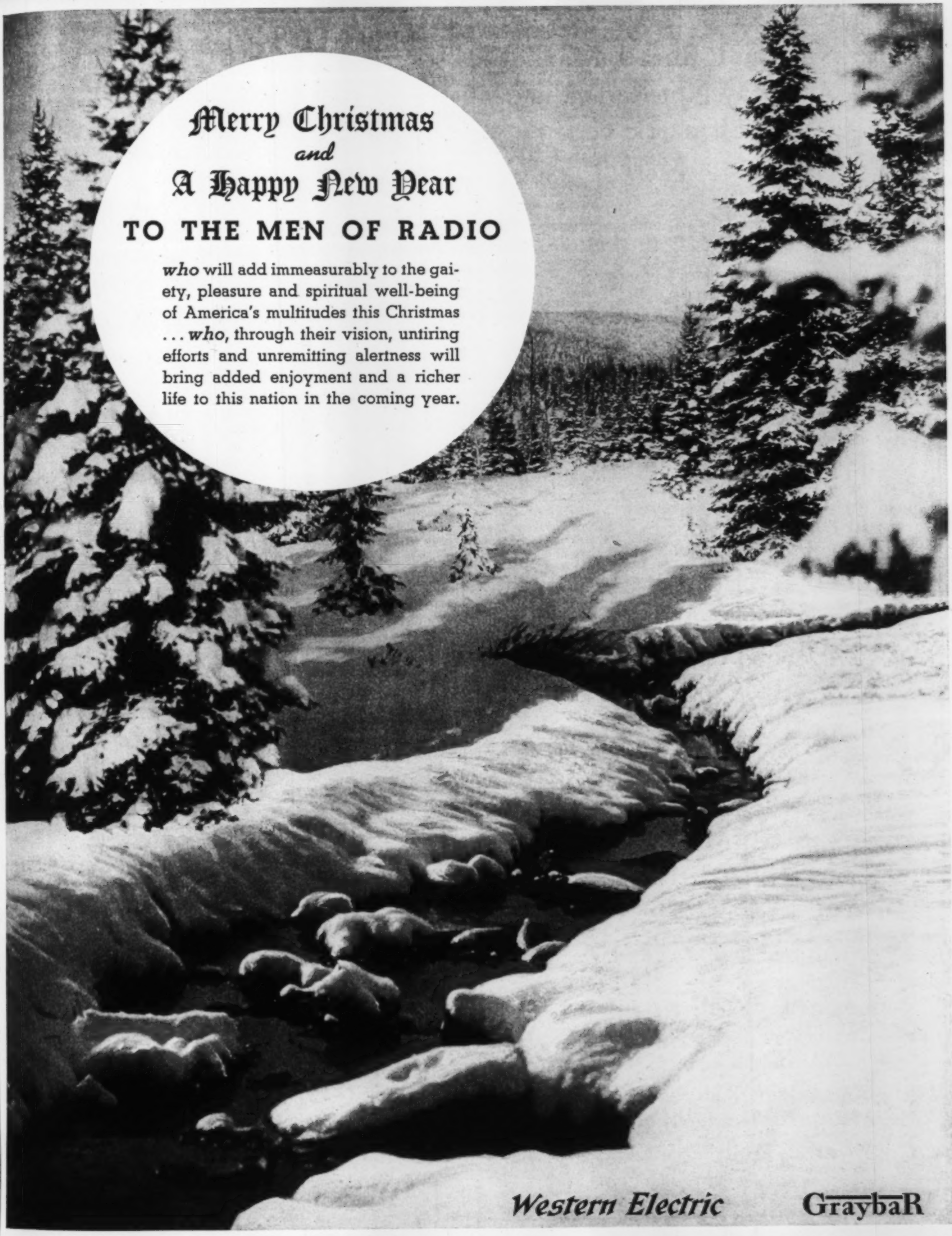
EDDIE LYON, formerly of KMPC, Beverly Hills, Cal., and prior to that at KTUL, Tulsa, has joined KHJ, Los Angeles.

BILL HAY, announcer for *Amos 'n' Andy*, will be retained by F. Wallis Armstrong Co. for the new NBC Campbell Soup Co. series starting Jan. 1. The comics will make four guest appearances on the CBS Hollywood Hotel program in 1938, the first to be Jan. 6. The agency produces both shows for the sponsor.

MARY CONGER, secretary in charge of programs on WORL, Boston, has resigned.

RICHARD F. FAULKNER, formerly with WSOC, Charlotte, N. C., has joined the staff of WAPI, Birmingham, effective Dec. 6.

REILAND QUINN, program manager of KYA, San Francisco, addressed the San Francisco Classroom Teachers' Association Dec. 9.



Merry Christmas
and
A Happy New Year

TO THE MEN OF RADIO

who will add immeasurably to the gaiety, pleasure and spiritual well-being of America's multitudes this Christmas . . . *who*, through their vision, untiring efforts and unremitting alertness will bring added enjoyment and a richer life to this nation in the coming year.

Western Electric **GraybaR**

The National Retail Market
Report May Not Rank the
City of Bismarck very
High as a Market

But

KFYR

of

Bismarck

Serves a

Five Hundred
Million Dollar
Market

Because

KFYR Covers North and South
Dakota, Eastern Montana
and Manitoba and
Saskatchewan
Canada

Meyer Broadcasting Co.
Bismarck, N. D.

KFYR

*The Regional Station with the
Cleared Channel Coverage*

GENE FURGASON & CO.
National Representatives

Philadelphia Fluster

EVERYBODY gets confused at WFIL, Philadelphia, because of Announcer Fred Weber and Fred Weber, general manager of MBS; Program Director John Clark and John Clark, president of the Transamerican; News Editor Joe Connolly and Joe Connolly, president of INS.

BILL LANG, announcer of KYW, Philadelphia, is the father of a baby boy born recently.

LEW STUBMAN, announcer of WCMI, Ashland, Ky., was married recently. Slim Fortier has joined the WCMI staff to conduct Smile Club, a morning variety program.

JERRY STONE, publicity director of WDAS, Philadelphia, on Dec. 3 married Miss Virginia Long, formerly of WDAS.

NORVAL SCHNERINGER, former news writer at KOIL and KFAB, Omaha, has joined the continuity staff, working under Bob Browne. Before switching to KOIL a year ago, he wrote continuity for an Omaha agency.

ROCH ULMER, announcer and production man of KSOO and KELO, Sioux Falls, S. D., has become an airplane pilot, having learned to solo in less than a month.

HARRY CREIGHTON, who has been sports editor of WAAF, Chicago, for the last two years, has been named full time announcer of WAAF to replace Virgil Irvin who recently left for Hollywood after a successful screen test. Joe Silver, announcer of WAAF, has been named continuity editor.

PAUL WILSON, formerly of KRBC, Abilene, Tex., has joined the announcing staff of KFRO, Longview.

PEGGY MORRIS, secretary to J. R. Poppele, chief engineer at WOR, Newark, is recuperating from an appendectomy at the Mary Immaculate Hospital, Jamaica, Long Island.

JOHN BOYLAN, continuity editor of KFI-KECA, Los Angeles, and Rowena Devine, Hollywood magazine writer, were married in the latter city Nov. 27.

DAVID ROSS YOUNG, production manager of KGB, San Diego, Cal., is the father of a baby boy, David Roberts Young, born Nov. 19.

CHARLES PENMAN, director of production of WJR, Detroit, spent the first week of December in New York studying production methods at CBS and NBC.

FRANK HARDEN, formerly of WEED, Rocky Mountain, N. C., has joined the announcing staff of WFTC, Kinston, N. C.

KEN WHITE, announcer for a number of Southern stations during the last few years, has joined WIBM, Jackson, Mich.

ELWYNN QUINN, announcer of KDYL, Salt Lake City, has taken his first solo flight after only three months of training.

BOB NEWHALL, sports commentator of WLW, Cincinnati, correctly picked winners in 80 per cent of the autumn football games on his WLW Line program for Kellogg Co.

KATHRINE MALONE, of the University of Missouri journalism school, has joined the continuity department of KFYO, Lubbock, Tex., to handle women's accounts and aid in dramatic productions.

MISS DOROTHY O'DONNELL, Carnegie Tech drama graduate, has been placed in charge of a broadcast training course recently started by Phil Hayden Studios, Washington.

WRIGHT ESSER has joined the continuity staff of KSD, St. Louis, as a special feature writer. Esser has been put in complete charge of writing and producing a new script, *Yodel's Alpine Inn*, a six-day feature of KSD for Columbia Brewing Co. Esser was formerly connected with the British Broadcasting Corp., and is a native Englishman.

CLIFF WILLIAMS is the latest addition to the WSOC, Charlotte, announcing staff. He joins the station to replace Dick Faulkner, who left to become assistant program director of WAPI, Birmingham.

WILLIAM K. MALONEY, in charge of trade press relations for WOR, Newark, on Dec. 12 was named director of public relations for Kated Inc., Kate Smith-Ted Collins production firm. Mr. Maloney was formerly with Robert S. Taplinger Inc., and handled Kate Smith publicity at that time. In his new position, he will promote Kate Smith as a business woman as well as artist.

MASON TAYLOR recently joined the news staff of WIBX, Utica, N.Y.

JAMES BULLEIT has been named program director of WAIM, Anderson, S. C., succeeding Graeme Fletcher, who has resigned to go to the Coast.

PETER POTTER, CBS Hollywood producer, has been cast as a comic reporter in *The Shadow Speaks*, film being produced by Grand National Studios Inc., that city.

NORMAN NESBITT, recently added to the KHJ, Los Angeles, production staff, has taken on the additional duties of daylight newscaster for the station and Don Lee network, replacing Knox Manning who resigned to join CBS in Hollywood.

Lewis S. Frost Shifted By NBC to Hollywood

LEWIS S. FROST, executive assistant to Don E. Gilman, NBC western division vice-president, has been transferred from the San Francisco to Hollywood studios of the network. Increased executive responsibilities in the Hollywood studios necessitated the transfer, Mr. Gilman said in making the announcement. Although his work will be centered chiefly in Hollywood, Mr. Frost will spend considerable time in other key cities of the western division.

Mr. Frost

Mr. Frost has been with NBC since April 1930, starting as program traffic manager in San Francisco. In 1931 he became assistant production manager and six months later production manager. In Oct. 1932 he was named western division program manager and executive assistant to the vice-president in July, 1936. Mr. Frost recently returned from New York where he spent one month studying all phases of NBC operations in preparation for his added Hollywood responsibilities.

Canadian Advertisers

ANNUAL meeting of the Association of Canadian Advertisers held at Toronto Dec. 9, 10 and 11, heard W. E. Powell of the Toronto commercial office of the CBC outline the new national and regional network rates. Suggestions were given the CBC by the advertisers and questions asked on various aspects of network broadcasting. No other broadcasting problems were discussed at the meeting.

Tyson Named President As Southern California Stations Are Organized

Mr. McDowell

Mr. Smith

SOUTHERN California Broadcasters Association Inc. has been formed in Los Angeles with Leo B. Tyson, manager of KMPC, Beverly Hills, as president. Lawrence McDowell, commercial manager of KFOX, Long Beach, has been elected vice-president, and Calvin Smith, Manager of KFAC, Los Angeles, secretary - treasurer. The board of directors of the corporation consists of the remaining member station owners and managers.

Mr. Tyson

The new organization is an outgrowth of the Southern California Association of Broadcasters formed in Los Angeles ten years ago. Its purpose, as outlined by Mr. Tyson, is to knit more closely the stations of Southern California, to furthering the interest of the member stations and their relationship with advertisers, advertising agencies, civic, educational and business groups.

One of the association's activities, carried over from the old organization, is the agency recognition bureau, said Mr. Tyson. He added that future activities of the organization will include the bringing together of the agencies and stations into a closer working alliance; elevate and crystallize the standards of radio advertising, and through an extensive promotion campaign to acquaint eastern agencies and advertisers with the market and radio facilities available in Southern California. He further stated that the newly formed association will work closely with the Northern California Broadcasters Association headquartered in San Francisco, and with the NAB, exchanging ideas of mutual benefit to each other and to the industry as a whole. The Southern California Broadcasters Association is said to be the only incorporated organization of its kind in the country.

U. S. Recording Change

CHANGE in management of the U. S. Recording Co., Washington, was announced Dec. 11 with the election of R. C. Miller, of Washington, as president, He succeeds R. J. Coar, who is no longer with the company. James S. Moran, former technical representative in the Washington-Virginia-Maryland area for Presto Recording Co., of New York, has been named general manager. The company also is handling the Presto line along with its regular recording business. It has specialized in recordings for members of Congress and others in public life.

GOOD-WILL FROM PACIFIC SKIES

Standard Oil Broadcasts on West Coast Are Strictly Institutional But They Pay and Pay

By CHESTER J. DOYLE
Radio Research, McCann-Erickson Inc., San Francisco

"SOLOMON said there is nothing new under the sun—there is. We are going to praise a radio program . . ." Thus, a California newspaper started a front page editorial written by the editor as a tribute to the *Standard Symphony Hour*, which was celebrating its tenth anniversary.

This program released over the Pacific Coast NBC-Red Network is sponsored by Standard Oil Co. of California. It is an offering of that company to the cultural entertainment and musical education of the Pacific Coast radio audience. The *Symphony Hour* is aimed at every class of home on the Pacific Coast, and besides presenting excellent music to eager listeners, it does splendid work in educating their listeners in the classical and semi-classical fields of music.

Initiated as a regular Coast network feature in 1927, the *Standard Symphony Hour* has remained unchanged in purpose and style for ten years. The 524th consecutive program was broadcast Oct. 28, thus setting a record for Pacific Coast network broadcasting, if not for national broadcasting as well. One thing is certain—no other program has maintained 524 consecutive hours on a network without once mentioning a product of the sponsor.

They Buy Gasoline

Many tongues were placed in cheeks when the *Standard Symphony Hour* was introduced as a good-will program which ignored the use of the so "necessary" commercial or product announcements.

Many "I told you so's" had to be swallowed by critics who couldn't believe that hundreds of thousands of dollars would be spent for a program without the sponsor falling into line with competitive radio programs, saying "Will you please buy our gasoline, mister?"

Regardless of the reluctance of Standard Oil Co. of California to exploit its radio public with apparent advertising, proof of program results has not been lacking.

Innumerable unrequested letters have been received from grateful listeners—many of them from music lovers requesting that their favorite symphonic selection be played by the Standard Symphony Orchestra. Over 30,000 letters were received in answer to one question regarding the use of vocalists.

Continuous surveys have shown the *Standard Symphony Hour* to be one of the most popular Pacific Coast broadcasts. Each year sees new types of shows rise and fall in their quest for attention and recognition only to bow out to the few old established standbys of which the *Standard Symphony* is foremost on the Pacific Coast.

Those who have kept an ear to the ground are recognizing the possibilities of noncommercial good-will programs. Recent press notices state that one of the largest automobile manufacturers will soon adopt the good-will program idea.

To tie-in with this symphony broadcast, Standard Oil Co. of California established a program designed to train school children for a fuller appreciation of fine music.

The *Standard School Broadcast*, which was begun one year after the inauguration of the *Symphony Hour*, was the pioneer effort in radio education of school children on the Pacific Coast, and is today listened to each week by over 350,000 students seated in the class rooms of 3,300 radio-equipped schools.

Next year the *Standard School Broadcast* will also be released in Honolulu. Approximately 100,000 school children of the Hawaiian Islands will be added to the *Standard School* enrollment, thus giving this program the largest possible juvenile audience in the area served.

The *School Broadcast* serves as an introduction to the music included in the evening program of the *Standard Symphony*. The stories the composers endeavor to tell in music and the manner in which they do it is discussed and illustrated by frequent and simple but illuminating examples.

The training of the school children through the morning broadcast and the adult education value of the evening *Symphony* have done much to further music appreciation of the Pacific Coast radio audience. The *Standard Symphony* attracts an audience which includes many who have never had an opportunity to attend symphony concerts. There seems little doubt but that it has built up a new group of music lovers who will be future patrons at symphony concerts on the Pacific Coast when and if concerts are available to them.

To bear true witness to the merit and popularity of the *Standard Symphony Hour*, a review of the many news items and radio columns carrying the story of the tenth anniversary of the program fails to reveal one adverse comment.

Star-Times Makes Plans To Build New Regional

WITH THE opinion of the U. S. Court of Appeals of the District of Columbia on Dec. 6 sustaining the FCC decision authorizing it to build a new station, the Star-Times Publishing Co., St. Louis, has proceeded with preliminary plans for construction of the regional 1,000 watt station to operate on 1250 kc. The call letters KXOK already have been designated.

Elzey Roberts, publisher of the *Star-Times*, will be the executive head of the station. Ray V. Hamilton will become its manager, and Walter E. Weiler its commercial manager. The chief engineer will be Arthur F. Rekart.

White Rouge to Radio

WHITE ROUGE Co., Chicago (cosmetics), has placed its account with Kirtland-Engel Co., Chicago. G. B. McDermott, account executive, said that radio advertising will be included in the 1938 advertising budget.

BROADCASTING

KEEP
Your Copies of
BROADCASTING
in This Handsome
BINDER

Don't lose or misplace your copies of BROADCASTING — Lock each copy, as it comes to you, in this sturdy gold embossed leatherette binder for future reference.

FEATURES

- Neat
- Light Weight
- Durable
- Flat Opening
- Snap In
- Snap Out
- Copies Not Mutilated

The binder shown above holds 24 issues (one year's copies). It is your reference library to the business of broadcasting.

$2.50 POSTPAID

Your name in gold. 25c extra

BROADCASTING
Broadcast Advertising

National Press Bldg.
WASHINGTON, D. C.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAL, Baltimore

American Oil Co., Baltimore, 4 *sa*, 3 weekly *sa*, thru Joseph Katz Co., Baltimore.

Atlantic Refiining Co., Philadelphia. 10 *sp*, thru N. W. Ayer & Son, N. Y.

Chicago Engineering Works, Chicago, 5 *t*, thru James R. Lunke & Assoc., Seattle.

Penna. State Pub. Com., Harrisburg, 15 *t*, thru Walker & Downing, Pittsburgh.

Modern Food Process Co., Philadelphia (Thrivo), weekly *t*, thru Clements Co., Philadelphia.

Taylor Provision Co., Philadelphia (pork roll), 3 weekly *t*, thru Carter-Thompson Co., Philadelphia.

Philadelphia Reading Coal & Iron Co., Philadelphia (coal), 84 *sa*, thru McKee, Albright & Ivey, Philadelphia.

Best Foods, New York (Nucoa), 26 *t*, thru Benton & Bowles, N. Y.

Reid, Murdoch & Co., Chicago (Monarch food), 3 weekly *sa*, thru Rogers & Smith, Chicago.

Gardner Nursery Co., Osage, Ia., 3 *t*, thru Northwest Radio Adv. Co., Seattle.

Carleton & Hovey, Lowell, Mass. (Father John's), 3 weekly *sa*, thru John W. Queen, Boston.

Standard Oil Co of N. J., New York (Esso), 24 weekly *sp*, thru Marschalk & Pratt, N. Y.

Fred Fear & Co., Brooklyn (dyes), 3 *sa*, thru Mencken Adv. Co., N. Y.

WHO, Des Moines

Christian Science Com. on Pub., Des Moines, weekly *sp*, thru Fairall & Co., Des Moines.

Morton Salt Co., Chicago, 30 *sp*, thru Wade Adv. Agency, Chicago.

Horse & Mule Assn. of America, Chicago, 26 *sa*, thru Rogers & Smith, Dallas.

Union Pacific Railroad, Omaha, 52 *sp*, thru Caples Co., Los Angeles.

Earl Ferris Nursery, Hampton, Ia., 180 *sp*, thru Lessing Adv. Co., Des Moines.

Pfaff Baking Co., Ft. Dodge, Ia., 3 weekly *sp*, thru R. J. Potts & Co., Kansas City.

Idaho Fruit & Vegetable Adv. Com., Boise, 3 daily *sa*, thru Botsford, Constantine & Gardner, Portland, Ore.

WAAB, Boston

Cushman Bakery Co., Revere, Mass., 26 *t*, thru Harry M. Frost Co., Boston.

Radbill Oil Co., Philadelphia (Penn Rad Oil), 22 *sp*, thru Harry A. Feigenbaum, Philadelphia.

Gospel Broadcasting Assn., renewal 52 *sp*, thru R. H. Alber Co., Los Angeles.

Kay Jewelry Co., Boston, 11 *sp*, thru Ad-Masters Adv. Co., Washington, D. C.

KNX, Hollywood

Idaho Fruit & Veg. Adv. Com., Boise, Ida. (apples, potatoes), 18 weekly *sa*, thru Botsford, Constantine & Gardner, Portland.

KJBS, San Francisco

Cystex Co., Los Angeles (Cystex), 3 weekly *sp*, thru Walter Biddick Co., Los Angeles.

KYA, San Francisco

Gas Appliance Society of California, San Francisco, 5 weekly *sa*, thru Jean Scott Frickelton, San Francisco.

Libby, McNeill & Libby, Chicago (food products), 3 weekly *t*, thru J. Walter Thompson Co., Chicago.

National Homewear Co., Oakland (kitchen utensils), 3 weekly *sa*, thru Miller Adv. Agency, Oakland.

The Warren Refining & Chemical Co., Oakland (Warcote Wax Polish), 2 weekly *sa*, direct.

Electric Appliance Society of Northern California, San Francisco, 6 weekly *sa*, thru Jean Scott Frickelton, San Francisco.

WGY, Schenectady

Dairy Assn. Co., Lyndonville, Vt. (Cow Care), 3 weekly *sa*, thru De-Rouville Adv. Agency, Albany.

General Mills, Minneapolis, 2 *t* series, thru Knox-Reeves, Minneapolis.

Cranberry Canners, S. Hanson, Mass. (Ocean Spray), 2 daily *sa*, thru Harry M. Frost Co., Boston.

Railway Express Co., New York, 6 weekly *sa*, thru Caples Co., N. Y.

Wasey Products Co., New York (Musterole, Zemo), 3 weekly *t*, thru Erwin, Wasey & Co., N. Y.

WLW, Cincinnati

Sayman Products Co., St. Louis, 3 weekly *sp*, thru Benson & Dall, Chicago.

Household Magazine, Topeka, 3 weekly *sp*, thru Presba, Fellers & Presba, Chicago.

State Automobile Mutual Insurance Co., Columbus, weekly *sp*, direct.

Wm. S. Scull Co., Camden (Boscul coffee), weekly *sp*, thru F. Wallis Armstrong Co., Philadelphia.

WHN, New York

Remington-Rand Inc., New York (typewriters), 7 weekly *sp*, 13 weeks, thru Leeford Adv. Agency, N. Y.

WINS, New York

Edward J. O'Toole Co., New York (religious articles), weekly *sa*, thru Niles-Richman Co., N. Y.

WNEW, New York

Madison Personal Loan, New York, 5 daily *sa*, thru Klinger Adv. Corp., N. Y.

WOR, Newark

Gardner Nursery Co., Osage, Ia., 3 weekly *sp*, thru Northwest Radio Adv. Co., Seattle.

New Jersey Bell Telephone Co., Newark, 1 *sp*, direct.

Provident Loan Society of New York, 3 weekly *sp*, thru McCann-Erickson, N. Y.

Frederick E. Lowenfels & Son, New York (Hotel Bar butter), weekly *sp*, thru Neff-Rogow, N. Y.

International Vitamin Corp., New York (I. V. C. Pearls), weekly *sp*, 6 weekly *sa*, Bisberne Adv. Co., Chicago.

Doyle Packing Co., Newark (dog and cat food), 2 *t* and 2 *sa* weekly, thru Beaumont & Hohman, Chicago.

Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons, Chicago.

Fischer Baking Co., Newark (bread and cake), 3 weekly *sp*, thru Neff-Rogow, N. Y.

Gardner Nursery Co., Osage, Ia. (plants, bulbs, shrubs), 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.

Provident Loan Society of New York, New York (financial), 3 weekly *sp*, thru McCann-Erickson, N. Y.

KSFO, San Francisco

Bayuk Cigars Inc., Philadelphia, 14 weekly *sa*, thru McKee-Albright & Ivey, Philadelphia.

Coca Cola Bottling Co., San Francisco (Coca-Cola), 5 weekly *t*, thru D'Arcy Adv. Co., St. Louis.

Lever Bros., New York (Spry), 7 weekly *sa*, thru Ruthrauff & Ryan, N. Y.

Ford Motor Co., Detroit, weekly *sa*, thru McCann-Erickson, N. Y.

KHJ, Los Angeles

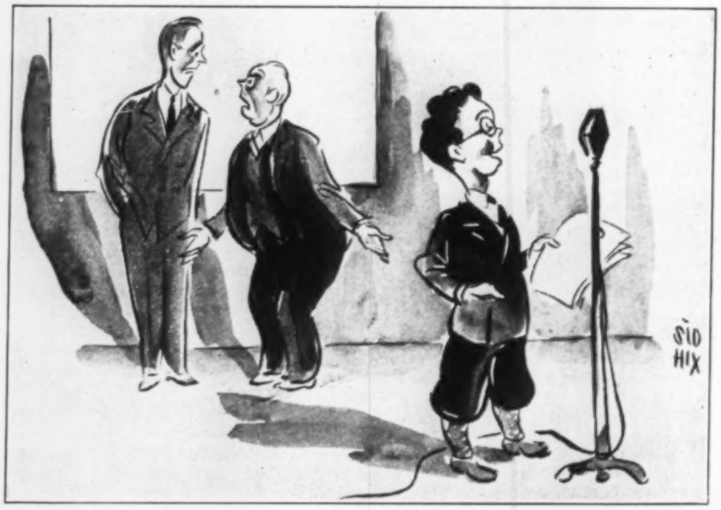
Haas Baruch & Co., Los Angeles (Iris Coffee), weekly *sp*, thru Erwin, Wasey & Co., Los Angeles.

Ford Motor Co., Detroit (motor cars), 8 *sa*, thru McCann-Erickson, N. Y.

KFI, Los Angeles

Smith Bros. Co., Poughkeepsie N. Y. (cough drops), 5 weekly *sa*, thru Brown & Tarcher, N. Y.

Palm Springs Business Men's Association, Palm Springs, Cal., (promotional), weekly *sp*, thru Allied Adv. Agencies Inc., Los Angeles.



Drawn for BROADCASTING by Sid Hix

"Having the Youngest News Commentator May Be Good Publicity, Harry, But This Kid's Voice Is Changing!"

KDKA, Pittsburgh

Commercial Milling Co., Detroit, 17 *sp*, thru Karl G. Behr Adv., Detroit.

RCA Mfg. Co., Camden, 52 *sa*, 78 *t*, direct.

R. B. Davis Co., Hoboken, N. J., 26 *sp*, thru Chas. W. Hoyt Co., N. Y.

Knox Gelatin Co., Johnstown, N. Y., 26 *sp*, thru Kenyon & Eckhart, N. Y.

American Pop Corn Co., Sioux City, Ia., 13 *sp*, thru Coolidge Adv. Co., Des Moines.

Railway Express Agency, New York, 35 *sa*, thru Caples Co., N. Y.

American Oil Co., Baltimore, 14 *ta*, thru Joseph Katz Co., Baltimore.

Modern Food Process Co., Philadelphia, 13 *t*, thru Clements Co., Philadelphia.

Dairy Assn. Co., Lyndonville, Vt., 32 *sa*, thru Hays Adv. Agency, Burlington, Vt.

Refrigeration & Air Conditioning Sales Training Corp., Youngstown, 13 *sp*, thru National Classified Adv. Youngstown, O.

KRNT, WMT, Des Moines, Cedar Rapids

New England Mutual Life Ins. Co., Boston, *t* series, thru Harry S. Goodman Adv. Agency, N. Y.

Lewis-Howe Co, St. Louis (Tums), 5 weekly *t*, thru Ruthrauff & Ryan, Chicago.

Reid, Murdoch & Co., Chicago, 2 daily *sa*, thru Rogers & Smith, Chicago.

Procter & Gamble Co., Cincinnati (Camay), *sa* series, thru Pedlar & Ryan, N. Y.

Coast-to-Coast Stores, Minneapolis, 26 *ta*, thru McCord Co., Minneapolis.

Hubbard Milling Co., Mankato, Minn., 3 weekly *t*, thru McCord Co., Minneapolis.

WBZ-WBZA, Boston-Springfield, Mass.

R. H. White Co., Boston (Department Store), 10 *sa*, thru Chambers & Wiswell, Boston.

Oxo Ltd., Canada (Oxo Beef Cubes), 10 *sa*, thru A. McKim Ltd., Montreal.

Milton Bradley Co., Springfield, Mass. (games), 30 *sa*, thru J. D. Bates Co., Springfield.

Reid, Murdoch & Co., Chicago (Monarch food), 312 *sa*, thru Rogers & Smith, Chicago.

Bayuk Cigar Co., Philadelphia, (Bayuk Phillies), 14 *sa*, thru McKee, Albright & Ivey, Philadelphia.

WNAC, Boston

Humphrey's Homeo-Medicine Co., New York, 30 *sp*, thru Biow Co., N. Y.

National Biscuit Co., New York, 130 *t*, thru McCann-Erickson, N. Y.

American Pop Corn Co., Sioux City, Ia. (Jolly Time Pop Corn), *sp*, thru Schmitt & Co., Sioux City.

Parker Brothers, Salem, Mass. (games), 9 *t*, thru John W. Queen, Boston.

Coca Cola Bottling Co., Atlanta, 260 *t*, thru D'Arcy Adv. Co., St. Louis.

Dodge Brothers Corp., Detroit (autos), 8 *sa*, thru Ruthrauff & Ryan N. Y.

KQW, San Jose

Feltman-Curme Shoe Co., San Jose, (shoes), 5 weekly *sa*, direct.

Tidewater-Associated Oil Co., San Francisco, 5 weekly *sa*, thru Lord & Thomas, San Francisco.

Electric Appliance Society of California, San Francisco, 7 weekly *sa*, thru Jean Scott Frickelton, San Francisco.

KGER, Long Beach, Cal.

Gardner Nursery Co., Osage, Ia., (plants), 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.

Currier's Tablets, Los Angeles (proprietary), weekly *t*, thru General Adv. Agency, Los Angeles.

KJBS, San Francisco

Crab Fisherman's Protective Assn., San Francisco, 6 weekly *sa*, direct.

Radio Advertisers

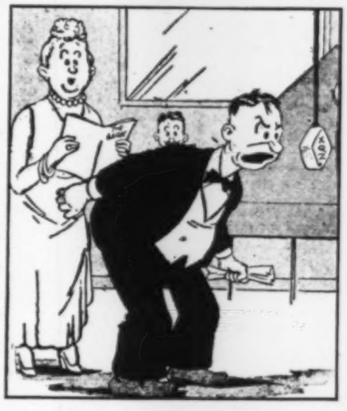
GENERAL FOODS Corp., New York, which has been placing all Canadian publication advertising through Baker Advertising Agency, Toronto, for some years, has appointed that agency to handle its Canadian radio business as well. Programming and production will continue to be directed by the company's American agencies.

REMINGTON RAND Inc., New York, on Dec. 4 started *Paul Sullivan* on WLW, Cincinnati, making three shows for the sponsor running concurrently on that station. Sullivan, news commentator, is heard Saturdays, 11-11:15 p. m. While scheduled to end Jan. 1, 1938, to make way for a program of the North American Insurance Co., Chicago, there is a possibility it may be dropped before that time, according to Franklin Bruck Adv. Corp., New York, agency in charge.

FRANK H. LEE HAT Co., New York, has started *Thornton Fisher*, sports commentator, in a series of sports talks on WNEW, New York. First program was broadcast Dec. 9, and is heard Tuesdays, Thursdays and Saturdays, 7-7:15 p. m. Agency is Bermingham, Castleman & Pierce, New York.

SOUTHERN California Floral Association, Los Angeles, a seasonal user of radio time, has started sponsoring a weekly quarter-hour *Talk on Gardening* on KECA, that city. The program is shared by growers, wholesalers and retailers and is strictly institutional. Opal Scarborough is commentator. Agency is Chas. H. Sieck, Los Angeles.

WJDX
THE VOICE OF MISSISSIPPI
MISSISSIPPI
JACKSON
Right from the Heart!
5000 WATTS • NBC
owned by
LAMAR LIFE INSURANCE CO.



Lewis for NEA Service

"The sponsor's wife will now sing and she's terrible, and this is Announcer Joe Blow and I'm quitting!"

S & L CREDIT STORES, St. Louis chain, has added men's clothing to its line and is using five daily programs on WIL. In five years it has added several other lines to its auto accessory stock as a result of radio success on WIL.

GLOBE Department Stores, Los Angeles, sponsoring a thrice-weekly quarter-hour juvenile program *Storytown Express* on KFWB, Hollywood, has increased its schedule to five weekly.

FRANCISCAN FRIARS, Graymoor, N. Y. (religious), has appointed Sound Reproductions Corp., New York, to transcribe *Ave Maria*, which is heard on about 100 stations in addition to WMCA, New York, and the Intercity System. The latter network of ten stations carries the program live Sundays from 6:30 to 7 p. m. On Nov. 27 the show started originating in the WMCA studios instead of the sponsor's premises. Donald Peterson Productions, New York, handle the program.

COMMUNITY OPTICIANS Inc., New York and Boston, has appointed Bert Nevins Publicity, New York, to direct promotion and publicity.

ADVERTISERS participating on the half-hour *Marjorie Mills* show on six Yankee stations thrice weekly will add a seventh station, WLBZ, Bangor, Me., on Jan. 3.

EVANS FUR Co., Chicago's largest local advertiser, on Dec. 5 started *Donald Novis Sings*, a quarter-hour daily except Saturday and Sunday program on WMAQ, Chicago. Discs were cut by Radio Features Inc., a subsidiary of Standard Radio Inc. Auspitz & Lee, Chicago, is Evans agency.

STANDARD FURNITURE Co., Albany, N. Y., on Nov. 27 started sponsorship on WABY, Albany, of *30 Minutes in Hollywood*, Sunday night Mutual show. Agency is Redfield-Johnstone Inc., New York.

GOLDEN STATE INSURANCE Co., Los Angeles, which uses radio on occasion, on Jan. 9 only will sponsor a half-hour anniversary program of music and talks on 24 Pacific Coast Don Lee stations, the broadcast to emanate from KHJ, that city. Organization is a negro life insurance firm and its program will have an all-colored cast. Allied Adv. Agencies Inc., Los Angeles, has account.

REMINGTON RAND Inc., Buffalo, N. Y. (typewriters) recently started a series of broadcasts *Berton Bennett, Remington Rand News Reporter* scheduled to run 13 weeks—Monday, Wednesday and Friday from 7:45 to 8 a. m. PST—on KPO, San Francisco. Agency is Franklin-Bruch Adv. Corp., N. Y.

STEWART WARNER-ALEMITE of Canada started transcription *Moon Over Africa* on Dec. 6, for 26 episodes, five a week, on CFCF and four a week on CBL. All-Canada Radio Facilities Ltd., handled the account.

COCA COLA of Canada Ltd., has renewed a 15-minute transcription of *Singing Sam* on CJRC, CFRB, CBO, and CFCF, through D'Arcy Adv. Co., St. Louis.

FELLOWS' MEDICAL MFG. Co., New York, on Jan. 10 begins an 11-week transcription series, *Love Tales*, on CFCF and CKWX three times a week, and over CFRB four times a week. The account was handled by All-Canada Radio Facilities Ltd., and A. J. Denne Adv. Agency, Toronto.

CONSOLIDATED BISCUIT Co., Chicago, has appointed Mitchell-Faust Adv. Co., Chicago, to handle its account. According to Paul Holman Faust, radio director of the agency, no advertising in any media will be placed before next summer. Consolidated embraces the Davidson Biscuit Co. and Thinshell Products, both of Chicago, and Hampton Cracker Co., Louisville.

HARRY O'NEILL, general manager of Consolidated Drug Trade Products Co., Chicago, which is spending almost a million dollars on radio this year, left Chicago Dec. 6 to spend a couple weeks on the West Coast, where he may appoint a supervisor to handle coast radio advertising.

SAVORY FOODS Co., Chicago, (canned food), has placed its account with C. Wendel Muench & Co., Chicago. No radio is planned for the present.

RULO Corp., Los Angeles (motor conditioner), has placed its advertising with Volney T. James & Associates, that city, and is using a thrice-weekly five-minute recorded program on KFVD and KFAC, in addition to a similar thrice-weekly quarter-hour program on KMPC, Beverly Hills.

PEPSODENT Co., Chicago, on March 1 will move its general offices from the Palmolive Bldg. to the firm's plant located at 6901 W. 65th St.

LEA & PERRINS, New York (Worcestershire Sauce) whose radio advertising has been handled by Schwimmer & Scott, Chicago, has appointed that agency to handle its entire account. Thirty-five stations are currently being used in a spot campaign.

BATTLE CREEK FOOD Co., Battle Creek, Mich. (health food) has appointed Erwin, Wasey & Co., Chicago, to handle advertising. A. G. Bairnsfather is account executive. A daily five-minute news broadcast on WCFL, Chicago, and twice-weekly participation in *Ann Warner's Chats* on KFI, Los Angeles, have been started. According to Holland Engle, radio director of the agency, results of these two tests will determine whether additional stations will be added.

REMINGTON-RAND, Buffalo (typewriters), has started a thrice-weekly quarter-hour news program on KFI, Los Angeles, with Pat Bishop as commentator. Franklin Bruck Adv. Corp., New York, has the account.

J. W. DUNBAR, formerly in charge of lamp advertising in magazines for General Electric Co., has been named assistant to C. H. Lang, advertising manager, and will headquarter in New York where he will devote his attention to media selection.

CRAWFORD CLOTHES, New York, sponsoring the MBS George Jessel program in that area on WOR, Newark, is placing the account through Al Paul Lefton Co., New York.

VEGETABLE JUICES PRODUCTS, 15 Circle St., Rochester, N. Y., placing direct, is using radio along with other media.

50,000 WATTS - NATIONALLY CLEARED CHANNEL

Let Us Prove It!

Latest independent survey shows this big pioneer station consistently offers the most popular programs and has the largest following in its area . . . And you can confidently expect Station WHAS to produce better returns on every dollar you spend for advertising in the heart of the rich Ohio Valley.

PROVED PRIMARY LISTENING AREA FACTS

Population—4,932,307
Families—1,267,519
Food Sales—$292,726,998
Drug Sales—$52,545,833
Radio Homes—904,999
Passenger Cars—962,233
Filling Station Sales—$77,575,083
Income Taxpayers—134,204

Total Annual Sales—$2,738,119,383

★

EDWARD PETRY
& COMPANY
National Representatives

★

820 Kilocycles C.B.S. Outlet

OHIO
INDIANA
WHAS
KENTUCKY

WHAS

COURIER-JOURNAL & LOUISVILLE TIMES STATION

CANNED SALMON INDUSTRY, Seattle, in making up its advertising budget for 1938 has included radio along with other media, to be used at peak-interest periods. Agency is J. Walter Thompson Co., Seattle.

BIRELEY'S Inc., Hollywood (orangeade base), has set its 1938 advertising appropriation at $170,000 and will use radio along with newspapers, outdoor posters and magazines. Agency is J. Walter Thompson Co., Los Angeles.

CHRIS HEURICH BREWING Co., Washington, starts Jan. 3 a six-weekly recorded variety program on WRC for 52 weeks.

KATRO-LEK LABORATORIES, Dorchester, Mass. (Katro-Lek), has started 13 15-minute programs, Sundays, 12:15 p. m., on three Yankee stations, WAAB, WEAN and WICC. Agency is Chambers & Wiswell, Boston.

STRASSKA LABORATORIES, Los Angeles (toothpaste), subsidiary of Wm. R. Warner Co., New York, has been moved to the latter's St. Louis western division headquarters where activities are now centered. Glasser Adv. Agency, Los Angeles, has the toothpaste account.

MILNOR Inc., San Diego, Southern California gift shops and importers of oriental goods, on Nov. 18 started a 13-week holiday campaign using a weekly quarter-hour musical program, *House of Treasure*, on seven Don Lee stations. Agency is Barnes-Chase Co., San Diego.

B. FISHER & Co., New York (Astor Coffee), started a 10 minute variety program on WBT, Charlotte, N. C., Dec. 6 and plans to continue for a long period. Freitag Adv. Agency, Atlanta, is handling the account.

BORDEN'S Farm Products Division of Borden Co., New York, has placed its account with BBDO, New York.

GEBHARDT CHILI POWDER Co., San Antonio, has named Pitluk Adv. Co., San Antonio, as agency.

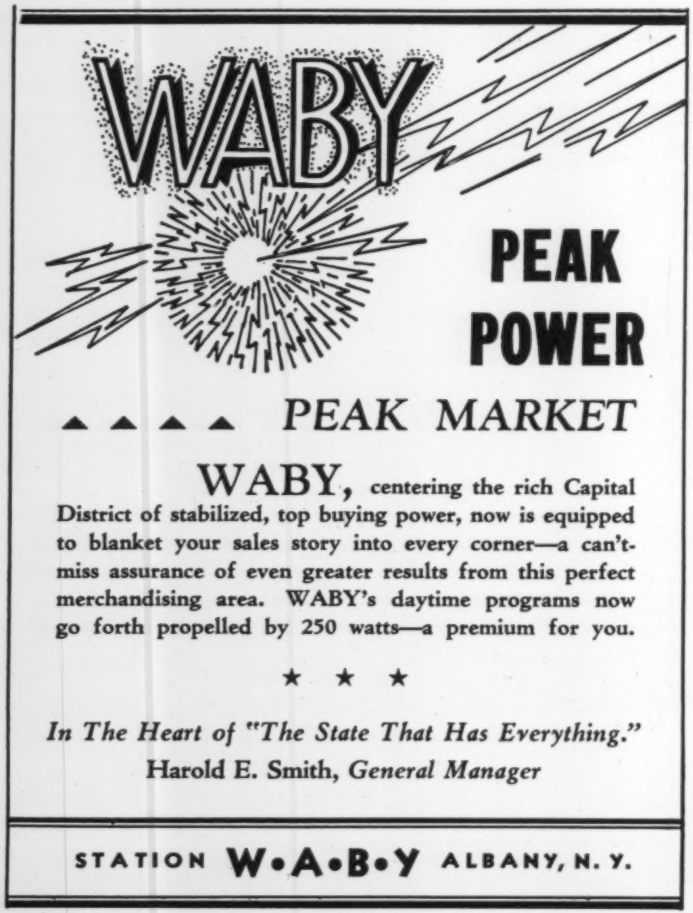
DRY-TAB Package Sealer Co., Cleveland, has appointed the Gordon Vlchek Adv. Agency, Cleveland, to handle its advertising.

JOSEPH BURNETT Co., Boston (food extracts) has named Lavin Co., Boston, as agency.

IN THE Dec. 1 issue of BROADCASTING it was reported that 11 Canadian stations would carry transcriptions of *Stella Dallas* for Sterling Products Inc., New York (Phillips Milk of Magnesia, Dr. Lyons' toothpowder), and Weed & Co. Inc. was named as representative. While Weed does represent six of the stations (CKWX, CJAT, CFAC, CKY, CFCF, CJKL), the other five (CFCY, CFRB, CHNS, CKCO, CHSJ) are represented by Joseph Hershey McGillvra, New York. Agency for the products is Blackett-Sample-Hummert Inc., New York.

Agency's Educator

RUTHRAUFF & RYAN Inc., Chicago agency, has named Dr. Samuel N. Stevens, professor of psychology at Northwestern U, as psychological adviser. "By appointing a nationally known educator," said Ros Metzger, radio director of the agency, "we hope to check the rising tide of criticism against certain types of programs, particularly those directed to children. We believe that a program can have sound social merit and be commercially profitable at the same time." A new children's serial titled *Jack Westaway Under the Sea* will be the first script passed on by Dr. Stevens. The show will start Jan. 3 on 15 stations for Campbell Cereal Co., Minneapolis (Malt-O-Meal).


WABY
PEAK POWER
PEAK MARKET

WABY, centering the rich Capital District of stabilized, top buying power, now is equipped to blanket your sales story into every corner—a can't-miss assurance of even greater results from this perfect merchandising area. WABY's daytime programs now go forth propelled by 250 watts—a premium for you.

★ ★ ★

In The Heart of "The State That Has Everything."
Harold E. Smith, *General Manager*

STATION W•A•B•Y ALBANY, N. Y.

Agencies

GEORGE VANDEL, formerly in the radio department of BBDO, New York, has joined Lord & Thomas, New York, as assistant to T. D. Wells, head of the Lucky Strike radio division.

ROBERT E. POTTER, has resigned as national advertising manager of the *Chicago Journal of Commerce*, to become vice-president and general manager of Arthur H. MacDonald Inc., Chicago. The name of the agency has been changed to MacDonald-Potter Inc.

BROOKS H. BEITLER, has resigned as publicity director of Stack-Goble Adv. Agency, Chicago, to become promotion manager of the Audit Bureau of Circulations, Chicago, and ABC's press relations representative.

A. WALTER SEILER, president of Cramer-Krasselt Co., Milwaukee, and Miss Addah J. Leland, Detroit, were married in Chicago Nov. 26.

ALVIN DEARING, formerly of the Detroit office of N. W. Ayer & Son, has been appointed publicity director of the agency's Chicago branch. He succeeds Budd Malloy, who resigned to free lance.

FRANK BEST & Co. Inc., New York, is the new name of Casmir-Best Inc., advertising agency. Officers are Frank Best, president and treasurer; Phil J. Everest, executive vice-president; Walter Reed, vice-president; V. R. Best, secretary, and A. H. Van Buren, radio director.

GLASSER ADV. AGENCY, Los Angeles, has moved to new and larger quarters at 672 South Lafayette Park Place, that city. Kenyon Ivie, well known in Southern California radio, has been added to the staff as account executive.

BETTY BUCKLER, who was in charge of the Benton & Bowles Hollywood script department, has become business manager of the office taking over the duties of Chester MacCracken who has returned to the agency's New York headquarters.

HIXSON-O'DONNELL Adv. Inc., Los Angeles, has established its own publicity department with Wayne Miller in charge.

HSG ADV. AGENCY, Chicago branch, has moved to 134 N. LaSalle St., with H. Knuth in charge. Accounts in the Central West and West are handled from Chicago under direction of Harold Krelstein and Andrew Schloss.

GERTH-KNOLLIN ADV. Agency, San Francisco, has established Southern California offices in the Chamber of Commerce Bldg., Los Angeles, and placed in charge as manager J. J. Dickely, formerly account executive of H. C. Berensten Adv. Agency, Los Angeles.

Blessed Events
NEW BUSINESS
1938
100% RENEWALS
WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language

TOM WALLACE, recently named Hollywood manager of Russell M. Seeds Co. succeeding Clay Osborne, resigned, has also become executive producer of the CBS *Hollywood in Person* program sponsored by General Mills.

DON STAUFFER, Young & Rubicam Inc., New York vice-president in charge of radio, after several weeks in Hollywood, has returned to the East.

RICHARD EARL SHARP, former continuity director of KSD, St. Louis, has been named radio director of Wesley K. Nash Adv. Agency, that city. J. M. Todd succeeded Mr. Sharp as continuity director at KSD. BROADCASTING regrets the transposition of these names in its Dec. 1 issue.

CHARLES REYNOLDS, formerly of Certainteed Products Corp., Prettyman Pub. Co., and advertising manager of Kiwanis International, has joined Burnet-Kuhn Adv. Co., Chicago, as copywriter and contact man. M. Lewis Goodkind, formerly with Lord & Thomas, is radio director.

FRED SMITH, former publicity director of BBDO, has been named publicity director of J. Stirling Getchell Inc., New York, to succeed Harry Bercovich Jr., who was recently elected a vice-president of the Getchell firm.

BAXTER PICKERING, formerly with the Alfred Rooney Co., New York agency, has joined Cheltenham Adv., New York, as consultant and radio director.

LLOYD H. ROSENBLUM, formerly sales and merchandising manager of WOAI, San Antonio, has joined the Lustig Advertising Agency, Cleveland, in an executive capacity.

McMANN ADV. SERVICE, Pasadena, Cal., agency, has moved to new offices at 25 N. Mentor avenue, that city. Agency was formerly known as Doug McMann, Adv.

FAMOUS ARTISTS Corp., new Beverly Hills, Cal., talent agency, has moved temporarily into the California Bank Bldg., that city. Organization consists of the combined interests of Edington-Vincent Inc., Hollywood and Feldman-Blum Corp., Beverly Hills. Myron Kirk is to head the agency's radio department after Jan. 1. He resigned from Ruthrauff & Ryan Inc., New York, where he was vice-president in charge of radio, to take over the new assignment.

BERT LEVEY Theatrical Agency, Los Angeles, has opened Hollywood offices at 6425 Hollywood Blvd., with George Hunt and Pierce Sanders in charge. Agency continues its Los Angeles offices at 411 W. Seventh St.

BEN LARSON, Ruthrauff & Ryan Hollywood producer, has returned to his desk after an illness.

CRESS COURTNEY, assistant manager of Consolidated Radio Artists Inc., Hollywood, and Stephanie Dale, vocalist, were married Nov. 26.

RUDOLPH POLK has joined Columbia Management of California Inc., Hollywood, as assistant to Arthur Rush, manager. Polk was for five years personal manager for Jascha Heifetz.

J. E. COOMBES, formerly with Procter & Gamble where he has been identified with Oxydol advertising, and recently supervised the introductory campaign for Dreft, has just joined the Chicago staff of J. P. McKinney & Son, representatives for the Gannett newspapers. Coombes replaces J. D. Hogue who has left McKinney to join the Gannett organization as general manager of the *Utica Observer-Dispatch* and *Press*.

THOMAS D'A. BROPHY, first vice-president, Kenyon & Eckhardt Inc., New York, has been elected president. Henry Eckhardt becomes chairman of the board.

Don Lee Network Names Blair Rep

Michigan Group Announces Appointment of Paul Raymer

SHIFTING of the representation of the enlarged Don Lee Network to John Blair & Co., and the Michigan Network to Paul Raymer Co., after New Year's Day, has been disclosed by those organizations. Coincidentally it was revealed that Edward Petry & Co. has been appointed representative of KSTP. Both Don Lee and Michigan networks have heretofore been represented by William Rambeau.

Mr. Blair

Signing of the Don Lee Network, which also embraces the individual representation of all of its stations but one makes the John Blair company one of the largest representatives in the business with a list of about 40 stations. Besides representing the network as such, it will handle national sales for 23 of the stations in the group, 12 being in California, eight in Washington and three in Oregon.

Uniform Rate Cards

The Blair firm will drop its representation of KSFO, San Francisco, and KIRO, Seattle, because of the new commitment. Mr. Blair closed the deal with Lewis Allen Weiss and other operators of Don Lee stations following conferences in Los Angeles, Tacoma and Seattle. It was decided that all Don Lee stations have uniform rate cards with one rate prevailing for both national and local advertisers. Uniform promotion methods will also be instituted. Mr. Blair announced also that he will open an office Jan. 1 in Seattle with Richard McBroom, now sales promotion manager in Chicago, as branch manager. Mr. McBroom, formerly with NBC in Chicago, will leave for Seattle about Christmas time.

KALE, Portland, is the only station on the Don Lee network which Blair will not represent, that station retaining Free & Peters.

The stations in the group to be represented by Blair are: *California*—KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KMPC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KFRC, San Francisco; KQW, San Jose; KGDM, KDON, Monterey; KIEM, Eureka. *Washington*—KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia. *Oregon*—KRNR, Roseburg; KSLM, Salem; KORE, Eugene.

The Paul Raymer Co. will represent WXYZ, Detroit, and WOOD, Grand Rapids, individually as well as the Michigan Network as a group. This arrangement was worked out by Mr. Raymer with George H. Trendle, head of the company operating those stations, and H. Allen Campbell, general manager of the stations and network. Other stations in the Michigan Network will continue to be represented as at present. The arrangement is effective Jan. 15.

Reps

J. G. ACKER, formerly station manager of CFRB, and recently national advertising manager of the *London* (Ont.) *Advertiser*, and Edwin H. Baker, former advertising manager of the *Canadian Magazine* and *Canadian Countryman*, have joined Associated Broadcasting Co., Toronto and Montreal, as account executives.

KFWB, Hollywood, has appointed Walter Biddick Co., Los Angeles, as exclusive sales representative in San Francisco and Seattle.

J. J. DEVINE & ASSOCIATES Inc., New York, has been appointed exclusive national advertising representatives for WHBI, Newark; WFOR, Hattiesburg, Miss.; and WMAZ, Macon, Ga.

PAUL H. RAYMER, president of Paul H. Raymer Co., station representatives with headquarters in New York, was in San Francisco during early December on an extended business trip.

EARL BACHMAN, formerly with Gene Furgason & Co., New York station representatives, has opened his own offices at 505 Fifth Ave., and on Dec. 9 was appointed exclusive national representative for WIND, Gary, Ind.

EDWARD PETRY & Co. has been appointed representative of KSTP, St. Paul.

KAY BECKMAN, formerly of Iowa Network, who joined John Blair and Co. last summer, has been transferred to the promotion department to supervise inside activity. Dave Wilburn, formerly of WLS, Chicago, will handle special outside assignments including contacts with manufacturers, distributors and agencies.

WILLIAM PUGH, of Howard H. Wilson Co., Chicago, has joined the sales staff of Ray Linton, that city. Pugh was formerly with United Artists, Hollywood and part-owner of the *West Coast Investor*, Los Angeles financial magazine.

Chicago Rep Changes

NUMEROUS changes have taken place in the Chicago station and rep line-up the past few weeks. Charles Garland has resigned as commercial manager of WHIP, Hammond, Ind., to join the Chicago office of Radio Sales. He had resigned from the WBBM sales staff last summer to become assistant to Ralph Atlass, president of WJJD-WIND. O. E. Richardson, general manager of WHIP, will take over Mr. Garland's duties. George Diefenderfer has resigned from Radio Sales, Chicago, to join the Chicago office of the Paul H. Raymer Co., making the third man on the Raymer Chicago sales staff. He was formerly on the Detroit staff of the William G. Rambeau Co. Ed Bowers, manager of the Chicago office and Hoyt W. Mallinson, round out the Raymer staff. Edwin Shomo, formerly of Macfadden Publications, has joined Radio Sales, Chicago.

WCAU New York Office

WCAU Broadcasting Co., Philadelphia, will open a New York service office Jan. 3 in the CBS Bldg., 485 Madison Ave. Available to advertisers free of charge is a direct telephone wire to Philadelphia, which may be put through from New York by calling Wickersham 2-2000. The office will be used as headquarters for WCAU executives while in New York.

WFIL Coast Branch

WFIL, Philadelphia, is contemplating opening of a Hollywood office to handle Pacific Coast spot business. Jack Stewart, sales manager, who recently opened a New York office, will make the inspection trip to the Coast over Christmas and New Year's. The station recently opened a Chicago office also.

WLW Names Rep

WLW and WSAI, Cincinnati, on Dec. 3, announced the appointment of Transamerican Broadcasting & Television Corp. as exclusive national representatives of the stations. Transamerican has represented the stations on a non-exclusive basis for the last year. The arrangement was made by James D. Shouse, Crosley vice-president and general manager of the stations, effective at once. Transamerican also is the sales representative for the WLW Line.

Health Products Discs

HEALTH PRODUCTS Co., Newark (Feenamint), will use five-minute transcriptions on a list of 12 stations, starting the first week in January. Discs will be heard three days weekly, placed by Wm. Esty & Co., New York.

WHO'LL BUY YOUR PRETTY VIOLETS?

If Louisville itself buys your violets or what-have-you, you've pretty near sold the whole Louisville market. For instance, within our own city limits are 80.7% of the Trading Area's *total* of income tax-payers . . . 74% of all drug sales . . . 67.8% of all food sales!

WAVE *covers* Louisville like Reds cover Russia. And the cost is *half* that of any other Louisville medium. An N. B. C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

RADIO STATION WFLA
STUDIOS TAMPA • CLEARWATER •
N B C AFFILIATE
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT

Vocational Tests

VOCATIONAL SERVICE Inc., Chicago, which sponsored *Dr. Dollar* on WMAQ, Chicago, through November for its courses in Diesel engineering, aviation and air conditioning, on Dec. 7 added WEAF, New York, and may expand to a larger network if results warrant. The program dramatizes odd ways of earning money. Agency is Critchfield & Co., Chicago.

ABOUT 230 broadcasting stations are carrying a series of *Short Talks on Advertising* prepared by the Advertising Federation of America and distributed among radio and newspaper media to counteract the menace of anti-advertising propaganda.

RADIO NEA News Features

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

Educators Concede Deficiencies

(Continued from Page 20)

he usually maintains a nobler degree of restraint in not criticizing these businesses than has often been evidenced by outsiders toward broadcasting. More is expected of him than of other business men—and should be. He faces a stricter accountability as to his motives and his capabilities. I think he is making the grade. And I think, too, that he is tired of being picked on.

"Backed by his record as world's champion broadcaster, I predict that from now on he will be less apt to turn the other cheek or voice the soft answer against the wrath of less worthy citizens—that he will be more disposed to meet unmerited attacks with what the pungent parlance of the proletariat might term a sock in the kisser.

"I tell you that broadcasters need and want and welcome any help honestly intended to promote the public interest, but I do plead that broadcasters ought to be allowed to run broadcasting. Day in and day out American broadcasting is teaching people how to live. Occasionally we can teach them how to learn. I ask one thing. Don't clog up our precious hours with dull and fruitless efforts to teach somebody some unimportant thing. Let American broadcasters advertise the glories and the pleasures and the advantages of this job—and it won't cost you a dime."

Network Viewpoint

Dr. James R. Angell, recently appointed NBC director of education and former president of Yale, spoke on the place of the network in educational programs. Mentioning the diversified interests and sectional difficulties of the United States, he suggested the impossibility of networks furnishing a consistent national program of classroom education. "The networks can from time to time offer brilliant supplements to the school program which a local station could almost never command," he continued.

"I think we should do all we can to encourage the preparation of absolutely first class electrical transcriptions which can certainly in time be secured in adequate variety to care for the needs of practically any school. The time has come when the great radio organizations may be asked and be expected to accept once and for all the responsibility for a definite policy of creating the finest programs which can be devised in the general interest of the cultural development of our people."

The establishment of Cooperative Radio Councils with memberships from local civic, social and educational groups was discussed by Arthur G. Crane, president of Wyoming U; Dean T. H. Shelby, Texas U, and Dean C. B. Hershey, Colorado College. The purpose of these councils is the division of the country into sections which indicate a "community of interests" and the development of educational programs through these organizations.

From the U. S. Office of Education came William D. Boutwell to discuss the results of the Federal radio project which since 1935 has broadcast 348 network programs made possible by free time on NBC and CBS. More than 400,000 listeners have written in, he stated, and the radio script exchange now has available 85,000 copies of educational radio scripts. For this project the Government has contributed $262,700. CBS and NBC have contributed $1,313,500, Mr. Boutwell estimated. He concluded, moreover, the project has given employment and valuable experience in radio to 221 persons.

At a section of the conference devoted to children's programs, little negative criticism resulted. In the main, programs for children were highly praised, especially a number of network programs. Participating in the section were Arthur T. Jersild of CBS and Columbia U; Mrs. B. F. Langworthy and Mrs. Harold V. Milligan, chairman of the National Women's Council.

The speech of Commissioner George H. Payne titled "What Shall We Do with Radio?" was read in his absence by S. Howard Evans, of the National Committee on Education by Radio. Commissioner Payne's speech stated: "It seems to me that the point of view, the ideals of the broadcasters, must be changed, even if such changes are made at the risk of a severe jolt to those gentlemen. Like the moving picture, the average program of the broadcasters is addressed to an intelligence possessed by a child of 12. An intelligence which befits a child of 12 is a beautiful thing when found in a child of 12, but not in a child of 30. Radio must be prevented from stopping the growth of the American mind." The speech concluded: "More than two years ago I suggested that educational and civic groups should organize for the purpose of creating such machinery. I am happy to say that my suggestion has been followed and that specific plans looking forward to cooperative action have been developed."

Prominent educators participating in the conference included George F. Zook, president of the American Council on Education; Chancellor Harry Woodburn Chase, of New York U, and John W. Studebaker, U. S. Commissioner of Education.

Federal Education Work Outlined by Studebaker

THREEFOLD activities of the U. S. Office of Education in the broadcasting field were cited by John W. Studebaker, Commissioner of Education, in his annual report to Secretary of the Interior Ickes, as (1) demonstration programs over coast-to-coast networks; (2) services to local broadcasters and educators, and (3) activities to train and help educators use radio effectively.

The Office of Education, under whose auspices the WPA Radio Educational Project was conducted, ran seven series of network programs during the year, to which more than 400,000 listeners responded by mail, Dr. Studebaker's report states. The WPA Project's radio script exchange, he adds, issued 65,000 scripts which were used in producing 1,200 programs over 125 stations in 42 states. "Radio is more and more coming to take its place in the American educational system," he concludes, "but the most successful use of it by educators continues to be a challenging experiment."

Maple Leaf in Canada

MAPLE LEAF MILLING Co. Ltd., Toronto, has started the transcription *The Plainsmen* over Canadian stations CKWX CFJC CFAC CJRC CKCL CFCO CKTB CKCO CFRC CFCH CFCF CHNS CHSJ CFCY CJCB. The account was handled by Cockfield-Brown & Co. Ltd., Toronto.

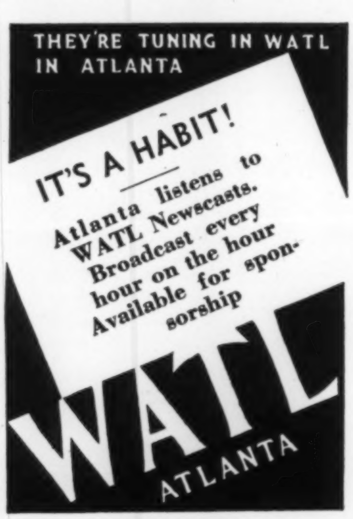
CARNATION Co., Milwaukee, on Jan. 3 will install Marek Weber as conductor of *Carnation Contented Hour* on NBC-Red to replace Dr. Frank Black, who finds New York-Chicago commuting too pressing.

★

THE CROSLEY
RADIO CORPORATION
announces the appointment of
TRANSAMERICAN
as exclusive national representative of
WLW
the Nation's Station
and
WSAI
Cincinnati's Own Station

★

TRANSAMERICAN OFFICES:
NEW YORK CHICAGO HOLLYWOOD


THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL ATLANTA

CBS Shortwave Station Reports World Audience In Six-Month Operation

AFTER six months of operation, W2XE, CBS shortwave station in New York, reports a mail response that indicates a worldwide audience. Dedicated May 12, it broadcast a description of the British Coronation on directional antennae aimed at Latin America. Acting as a unit and not merely a relay station for CBS programs, W2XE has its own program department headed by Miss E. A. Tucker, which eliminates many of the regular network programs and substitutes special features for the non-American audiences.

One of the most interesting parts of the station's operation has been the series of tests carried on in conjunction with the British Broadcasting Corp. to determine whether directional antennae are now sufficiently efficient to permit of two or more international shortwave stations occupying the same or adjacent wavelengths when sending in different directions.

The tests were arranged by E. K. Cohan, CBS director of engineering; L. W. Hayes, BBC Empire engineer; and Raymond Braillard, president of the technical committee of the Union Internationale de Radioiffusion, at a UIR meeting held in Bucharest last spring. The results of these tests are still being tabulated and will not be available until they are presented at the International Telecommunications Conference to be held in Cairo next February, where they will be used as a basis for international shortwave allocations. However, Mr. Cohan said that W2XE consistently showed a greater increase of signal intensity at Brussels when it changed from South American to European antennae than did any other station cooperating in the tests.

Radio Courses in Europe Outlined by Dr. Angell

EUROPEAN educators are making wide use of radio to supplement their text-book and classroom instruction, Dr. James Rowland Angell, educational counsellor of NBC, stated on his recent return from a six weeks' survey of educational radio activities in England, Scotland, Denmark, Sweden and Norway. In small countries, like England and Denmark, where homogeneous populations are gathered into small areas, educational radio has its most favorable conditions, he said, contrasting these countries with the vastness of the United States.

"I was profoundly impressed in Scandinavia, as all recent visitors have been," Dr. Angell said, "by the marked success these small and highly intelligent countries have achieved in dealing with their peculiar economic and social problems. In bringing about their results they have made constant use of the radio."

JONAS WEILAND, licensee of WFTC, Kinston, N. C., has applied to the FCC for a new 100-watt station on 1370 kc. at New Bern, N. C. Another North Carolina applicant for the same facilities is Publix Bamford Theaters Inc., 75% owned by Paramount Pictures Inc., New York, and 25% by C. R. Bamford, local operator, seeking a new outlet in Ashville, N. C.

AT LAUNCHING — Edwin M. Spence, manager of WBAL, Baltimore, (right) and John Wilbourn, WBAL chief announcer, take the mike at launching last month of the giant new Martin ocean transport, largest commercial flying boat ever built, as it prepares to take off for its test flight near the Martin factory in Baltimore before being sent to Soviet Russia, its purchaser.

Program Awards

WOMAN'S Press Club of New York City is offering certificates of merit to the station or advertiser presenting the best radio program in each of nine categories, between Oct. 15, 1937, and April 1, 1938. Certificates will be awarded at the Club's general meeting on May 28, 1938, for the best broadcasts in respect to: Editorial analysis of news; unbiased discussion of economic, political and international problems; cultural music, three awards, based on quality of music, encouragement to development of modern music, and quality of announcer's presentation; cultural programs for children; cultural dramatic programs, two awards, based on cultural quality of material and presentation, and for the best single performance of a new play written for radio; and program for the rural audience. Separate awards will be made for network and local programs, with the assistance of clubs in other cities in the selection. Details are under direction of the New York Club's radio committee, which is headed by Mrs. Joseph E. Goodbar.

COLUMBIA Artists has been named eastern agency for Sam Jaffe Radio Producers, Hollywood.

RESULTING from his radio buildup, Jimmie Fidler, whose *Hollywood Gossip* is heard twice weekly on NBC-Red, has been signed by Warner Brothers to a movie contract which will pay him $50,000 for his first picture.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Union Pacific Discs

UNION PACIFIC Railroad Co., Omaha (transportation), through Caples Co., Chicago, on Jan. 2 will start for 52 weeks a quarter-hour dramatic transcription program on a group of stations nationally. Titled *Strange As It Seems*, and based on John Hix's syndicated newspaper cartoon of the same name, the program will be heard Sunday afternoons at varying hours. Fifteen stations have been announced and list is to be added to. Program is being produced by Raymond R. Morgan Co., Hollywood, and cut by Recordings Inc., that city, under direction of Cyril Armbrister. Felix Mills is in charge of music. Cast will be individually chosen for each show.

Stations thus far announced are KNX KGO KOMO KOIN KFPY KFIR KIDO KSL KOA KMBC WOW WHO KSD WCCO and WMAQ.

Greyhound Test

NORTHLAND GREYHOUND LINES, Chicago (bus transportation), has started a test campaign on WCLO, Janesville, Wis., preparatory to extending the program, *So You're Going Places*, on a nationwide basis. In the daily five-minute program, bus travelers are interviewed as they arrive or depart from the Greyhound depot, with the announcer also giving brief human interest stories about the bus travelers. The test campaign started Nov. 1 and two weeks later the manager of the Racine Bus depot reported that his business had increased 46%. Although it was difficult to procure names of people when the broadcast first started, travelers now are glad to go on the air. Beaumont & Hohman, Chicago, is agency.

GIMME ONE LIKE THIS-UN, ONLY BIGGER!

Continuous Red River Valley prosperity enables us hayseeds to account for a surprising 33.1% of all retail sales in combined North Dakota, South Dakota and Minnesota [exclusive of the counties containing Minneapolis and St. Paul].

WDAY, alone and all by itself, gives you this really big market—at one small-station cost. May we prove it?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Lever Bros. Abroad

LEVER BROS. Co., Cambridge, Mass. (Lux soap), following a series of tests, on Dec. 26 starts a weekly quarter-hour Hollywood news program on Radio Luxembourg and Radio Normandie. Last minute Hollywood news in "chatter" form is to be written by E. J. Fortman, Hollywood publicity director of J. Walter Thompson Co., agency handling the account. It will be cabled to the agency's London office and relayed to the stations. News, cabled Saturday, is to be broadcast Sunday evening.

AT ATLAS CONVENTION—Left to right (Seated) Lou R. Winston, vice-president in charge of production who will headquarter in Hollywood; Herbert R. Ebenstein, president; Harold Hopper, secretary-treasurer; Standing: Hal Norfleet, Dallas; S. P. Halperin, Minneapolis; L. Daniel Blank, Chicago; Ray Coffin, Hollywood; Bill Underwood, Dallas; Dave Davidson, in charge of sales promotion and publicity, New York.

Moore Adds Spots

BENJAMIN MOORE & Co., New York (paints), which starts *Betty Moore* Jan. 3 on the NBC-Red network, on the same date will start a spot series of the same quarter-hour program. Discussions of home decoration will be presented with live talent on each station, to be heard Mondays on WWNC, WBT, WRVA, WFBL, and Thursdays on WLW, Cincinnati. Business is placed direct by H. B. Martin, advertising manager of the company.

Pillsbury Change

PILLSBURY FLOUR MILLS Co., Minneapolis, despite a high Crossley rating for *Today's Children*, on the air over five years, on Jan. 3 will replace the show with a new one entitled *Woman in White*. Reasons given for the change include the "real need" to be served by the new show, the life-story of a graduate nurse, and the fact that Irna Phillips, the author, will now be able to devote all her time to writing. Miss Phillips has been acting in *Today's Children* in addition to writing it and two others, Procter & Gamble's *Guiding Light* and *Road of Life*. The new program will have two announcers, one as narrator, and one for the commercials, said to be the first time a daytime serial has disassociated the commercial announcements from the story. Schedule for the show will remain the same, NBC-Red, Mondays through Fridays from 10:45 to 11 a. m. Agency is Hutchins Adv. Co., Minneapolis.

Butter Campaign

FREDERICK F. LOWENFELS & Son., New York, is sponsoring a 15-minute Sunday morning news period on WOR, Newark, and daily announcements on WQXR, New York, to advertise Hotel Bar Butter. Neff-Rogow Inc., New York, handles the campaign.

Production Center Planned by Atlas

Will Open Hollywood Studios; Use of Film Recording Seen

ESTABLISHMENT of a Hollywood production center exclusively for radio transcriptions for films similar to the motion picture headquarters was announced by Herbert R. Ebenstein, president of Atlas Radio Corp., which held its first annual sales convention at the Stevens Hotel, Chicago, Nov. 28-30. In addition to having transcribed shows produced in Hollywood, a sales setup similar to that now existing in motion pictures was also established.

In addition to selling franchises for four nationwide zones, a subsidiary firm, Atlas Radio Distributing Co., was established to handle distribution of the transcribed programs. It is planned to sell Atlas shows to stations by the same method motion picture firms sell their products to certain theatres. It is planned to have 250 stations in key centers throughout the country carrying the Atlas product on an exclusive basis in their territory. Prices to be charged will depend on rates of each station. Distribution of the Atlas shows will be worldwide with franchises to be sold in England, Canada, Australia, India and other English speaking countries.

Chicago Office

In Chicago, Atlas headquarters will be located in the old Affiliated Broadcasting System's studios in the Civic Opera Bldg. Head of the Chicago office is L. Daniel Blank, who also has the franchise of the entire central zone. First of the sub-branches in the central zone will be located at Minneapolis, with Sam Halperin in charge.

In addition to giving stations exclusive rights to certain of the Atlas productions, some of the shows will be offered to advertisers for use on stations as they see fit. A number of commercial programs have already been sold to advertisers including a children's program, *Magic Island*, sponsored by Central Shoe Co., St. Louis, over 60 stations two to five times weekly with other outlets to be added. Sale to Central Shoe not only was for the transcriptions but for complete exploitation program including publicity, premiums, local promotion, etc. This exploitation tie-up is one of the Atlas features which will be offered advertisers on all transcribed shows. Another show, *Famous Romances*, will shortly be placed on a number of stations for Central Shoes' Perfect-Eaze shoes for ladies. Kelly-Stuhlman & Zarndt Inc., St. Louis, is Central Shoe agency.

Mr. Ebenstein, president of Atlas, predicted that in time films will be used for all sound shows, displacing records. He cited the fact that by using films, scenes can be retaken numerous times until a perfect program has been made. If an error is made when film is used that particular part can be "cut." Film shows will eventually cost less than wax programs, he predicted.

CBS on Nov. 29 extended its daily schedule by 45 minutes, and is now on the air from 6:45 a. m. to 1 a. m. The broadcasting day formerly started at 7:30 a. m.

A Fact re WBNS COLUMBUS
Every Client of This CBS Outlet Benefits From
Merchandised Broadcasting

WIS RESULTS
WPTF RESULTS

Two SANTA CLAUSES
in the Carolinas--

Major R. E. Zultz

It's like having two Santa Clauses come to see you when you use WIS-WPTF—the Carolina Combination. These twin stations, broadcasting on magic low frequencies, assure top returns in the rich cotton-tobacco areas for a single low rate.

The CAROLINA COMBINATION

WIS
COLUMBIA, S. C.
5000 WATTS, NBC

WPTF
RALEIGH, N. C.
5000 WATTS, NBC

560 WIS 680 WPTF

Represented by Free & Peters, Inc.

Sold at one low rate·

WLBC
TEST the typical American City
MIDDLETOWN
MUNCIE, INDIANA
THE TEST TUBE STATION OF THE NATION

Several Blocks of Stock In CBS Sold Recently

REPORTS to the Securities & Exchange Commission of stock sales and purchases show that Samuel Paley, father of CBS President William S. Paley and a CBS director, recently sold 5,000 shares of his Class A stock, reducing his holdings to 18,200 shares of Class A and 28,000 shares of Class B stock. Herbert Bayard Swope, CBS director, disposed of 1,000 shares of his Class A stock during October, according to the report, which reduces his present holdings to 10,000 Class A shares. Jacob Paley, of Los Angeles, also a Class B director, bought 500 shares of Class A stock which increases his holdings to 25,458 Class A and 33,362 Class B shares.

The report further showed that Leon Levy and Isaac D. Levy, operators of WCAU, Philadelphia, and both directors of CBS, each sold 310 shares of their Class A stock, reducing their interests to 38,131 and 64,960 Class A shares respectively. Leon Levy also owns 44,924 Class B shares, while Isaac Levy owns 23,530. It was also disclosed that Ralph F. Colin who was appointed a Class B director on Oct. 6 [BROADCASTING Oct. 15] controls 1044 shares of Class A stock. Both classes of stock have a par value of $2.50 per share, but are currently listed on the New York stock exchange at around 20.

General Foods Adds

GENERAL FOODS Corp., New York, is increasing the schedule of *Mary Margaret McBride* on CBS from three to five quarter-hours weekly with the first of the year. Currently broadcasting Monday, Wednesday and Friday at noon in the interests of Minute Tapioca, Miss McBride will also be heard on Tuesday and Thursday for La France and Satina, laundry products. Agency is Young & Rubicam Inc., New York.

General Shoe on MBS

GENERAL SHOE Corp., Nashville, Tenn., will dramatize the lives of American tycoons in a program to start Feb. 8 on Mutual network. To be called *Famous Fortunes*, program is written by Marjorie deMott; agency is Badger & Browning & Hersey, New York.

LISTENERS
Count
IN BIRMINGHAM

***Power alone* can't guarantee listeners in Birmingham. It takes local color, showmanship and FULL TIME COVERAGE! That's why Birmingham "homefolks" keep their dials tuned steadily to WSGN!**

WSGN

THE NEWS
AGE-HERALD
STATION
Birmingham
1310 KC.

AFFILIATED WITH
NBC BLUE NETWORK

TRANSCRIPTIONS

STANDARD RADIO Inc., has sold its library service to WLAW, new Lawrence, Mass., station and WGNY, Newburgh, N. Y. The "pop" supplement has been sold to WLAW, WGNY, WKY, Oklahoma City; KLZ, Denver; WJAC, Johnstown, Pa.; KSFO, San Francisco, and KFIZ, Fond du Lac, Wis.

NBC Thesaurus has added two new subscribers—YV5RS, Caracas, Venezuela, and WHBL, Sheboygan, Wis.

LEON BLUM, formerly general director of WBBM, Chicago, and recently radio consultant to advertising agencies, has been appointed director in charge of radio sales promotion and production for Radio & Film Methods Corp., New York.

BRITISH-AMERICAN Productions, New York, is working on four transcribed radio campaigns for Latin America. Titles are *Intimate Moments in Hollywood*, featuring Alyce Shupper, writer and film critic; *The Glacier's Secret*, *Spanish-American Musical Caravan*, starring Ayala-Caceres Trio, and *The Gypsy Kiss*. The organization has secured rights to *Hollywood Reporter*, with Carlos Borcosque, commentator.

SOUND Reproductions Corp., New York, headed by E. L. Bresson, has placed *Zeke Manners & His Gang* on 170 stations under local sponsorship. The quarter-hour transcription is broadcast three days a week, and all contracts are for a year. Klinger Adv. Corp., New York, is the agency.

EUGENE L. BRESSON, president of Sound Reproductions Corp., New York, is writing a book, *Recording Technique of Today* which will be published in May.

HOLLYWOOD *Nite Letter* motion picture news digest produced by Earnshaw Radio Productions, Hollywood, will be available as an alternate service of three quarter-hour programs a week, delivered by airmail, starting Jan. 1. The regular and established service of five five-minute scripts a week will continue. Firm has leased 222 episodes of its transcribed serial, *Black & Blue*, to KFQD, Anchorage, Alaska.

THE *Charlie Chan* transcription serial, rights to which are held by Irving Fogel Radio Productions, Hollywood, will be used in script form by Radio Programs Service Co., Paris, and translated into French, German, Spanish, Bulgarian and Finnish. New Zealand and Australia rights have already been secured by Broadcasting Service Assn. Ltd., Sydney. United States rights are the property of Raymond R. Morgan Co., Hollywood advertising agency, with the program currently being sponsored thrice weekly on more than two score stations by Stokeley Bros. & Co. (Van Camp food products).

FRANK W. PURKETT, vice-president of Associated Cinema Studios, Hollywood transcription and production concern, upon his return from New York and Chicago on Dec. 1 announced that preliminary plans have been made for opening offices in those cities after Jan. 1.

EARNSHAW Radio Productions, Hollywood, has sold the Canadian rights to its *Crazy Quilt* transcription series to All-Canada Radio Facilities Ltd., Calgary, and its *Radio Short Stories* serial to KOL, Spokane, and KHQ, Seattle, as well as 104 episodes of *Chandu* to WMBS, Uniontown, Pa. and WTIC, Hartford, Conn.

NATIONAL Transcription Features has moved to 2 E. 45th St., New York City, and reports it is recording several series of 30-second dramatic programs for the jewelry, clothing, loan, furniture, optical and bakery trades.

Hoppes Returns to ERPI

Mr. Hoppes

W. L. HOPPES, station relations manager of World Broadcasting System, will return to his former post with Electrical Research Products Inc., New York, Jan. 1, according to announcement Dec. 6 by P. L. Deutsch president of World. He will be assistant to D. E. Collins, vice-president of ERPI and will concern himself with recording license activities in broadcasting, motion picture and other fields. He joined World a year ago on a leave of absence from ERPI. His successor will be named shortly by Mr. Deutsch.

KABC, San Antonio, broadcast a football game recently from Temple, Tex., by remote. Temple is 170 miles from San Antonio.

Trolley Sponsor

STREET RAILWAYS ADV. Co., New York (car-cards), on Dec. 13 started a 13-week daily program on WHN, New York, on which the sponsor is not to be mentioned. Under the title *Voice of the City*, the narrator will make imaginary trips around the city, using public conveyances and mentioning car-card advertisers as he goes. Coincidentally WHN has started a car-card campaign on which it promotes its programs and sponsors.

Whiteman Returns

LIGGETT & MYERS Tobacco Co., New York (Chesterfield cigarettes), on Dec. 31 brings Paul Whiteman and his orchestra back to a regular radio schedule, replacing Hal Kemp's orchestra. Program fills the present Chesterfield spot on CBS, Fridays from 8:30 to 9 p. m. Agency is Newell-Emmett Co., New York.

OUT OF THE
MOUTHS OF
BABES . . . .

Mr. I. Berson, manager of Hartford's youngest store, "The Youth Centre," sponsors "Daddy Couch's Young Folks Program." Pleased with the close cooperation of the studio as well as the results of his program, he drops in for a chat with WDRC's Commercial Manager William Malo and Sales Representative Eric Williams.

Out of the mouths of babes comes one of Hartford's most popular programs. Sterling Couch, WDRC's Musical Director, conducts "Daddy Couch's Young Folks Program." Through this weekly Sunday feature (now in its eighth year) several child stars of outstanding talent have been discovered . . . and its sponsors have enjoyed a boon to business.

One of the several reasons why Hartford Merchants and customers alike choose

THE ONLY
COLUMBIA
NETWORK STATION
IN CONNECTICUT

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Studio Notes

WIBM, Jackson, Mich., 100 watter, celebrated its tenth anniversary in November. The station went on the air in 1927 as a portable. Chief engineer Charles W. Wirtanen who installed the station in Jackson, has been with it from the start. Engineer-announcer Walter H. Johnson is second in point of service, having been with the station nine years. The anniversary performance was recorded for future use. Roy Radner is manager.

FIVE minutes after bandits robbed the Citizens Bank of Springfield, Mo., Nov. 29, KWTO had its newscaster. Joe Evans, describe the bandit car and interview witnesses of the robbery.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

WHEN the three Northern Broadcasting Co. stations in Ontario—CJKL, Kirkland Lake; CKGB, Timmins, and CFCH, North Bay—go on the air Jan. 1 with five-minute sponsored news flashes every hour on the hour from 8 a. m. to 7 p. m. they will be among the first, if not the first to do so in Canada. Transradio Press is used by all three stations, which operate in the mining area of Northern Ontario where there is only one daily newspaper, the *Timmins Press*, owned by Roy Thompson, who also owns the three stations.

CKX, Brandon, Man., put on a three-hour special studio program on Dec. 2, to celebrate the first anniversary of the station's 1,000 watt transmitter and enlarged studios.

CJKL, Kirkland Lake, Ont., has moved into new quarters in the Sky Arcade, where the station now has two studios, a press room, reception room, two offices and a control room. All alterations have been made so that the station can go to 1,000 watts from its present 100 watts when permission is given by CBC. Staff additions include Arthur Poyntner and Gerald Tonkin to the commercial department, and Fin Hollinger as special events and sports announcer.

WHIP, Hammond, Ind., has opened Chicago studios in the Englewood Y. M. C. A. An *Englewood Hour* daily except Sunday has been started, with Southside merchants participating. First store to start sponsorship was Wise Shoe Co. chain.

THE famous Arkansas rural comedy team, *Lum & Abner*, broadcasting over NBC for Horlick's Malted Milk Corp., will return to their alma mater, KTHS, Hot Springs, for a part in the station's 13th anniversary party Dec. 20. The boys from Pine Ridge who started on KTHS are making a special transcribed program to be shipped to Hot Springs from Hollywood where their present NBC series originates.

THE MOST
POWERFUL
STATION

DENVER
← 800 MI. →
ST. LOUIS
← 560 MI. →
KVOO
TULSA
← 660 MI. →
DALLAS

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY
CLEARED CHANNEL

COMPLETE NBC
PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

HIGH ABOVE—Cleveland's downtown district atop the Terminal Tower Bldg. climbed Robert Fox, engineer of WHK-WCLE, to install the new "Jay" antenna for the 100-watt shortwave station used for remotes and experiments.

WJEJ, Hagerstown, Md., has been presented with a placque for meritorious service during 1937 by the American Legion Auxiliary. The station also received a placque in July from the American Legion for similar services.

WSPD, Toledo, has started a Sunday evening *Quiz Bee* during which five contestants try to answer questions sent in by listeners. First prize is $10, second prize is $5 and the listener who sends in the best three questions gets $10.

WCKY, Cincinnati, has taken space in the Gibson Hotel for its sales and promotional staff. For the past two years studios have been maintained in the Netherland-Plaza Hotel along with three floors in the WCKY Building in Covington, across the river from Cincinnati.

KTFI, Twin Falls, Id., recently broadcast a remote from atop its new 437-foot transmitter tower, featuring descriptions of the construction in a two-way conversation. Franklyn Cox, KTFI chief engineer, and Jay Sprachrer, KTFI announcer, handled the show which was sponsored by the local Lincoln-Zephyr dealer.

WSOC, Charlotte, N. C., recently received from the U. S. Junior Chamber of Commerce and its local chapter a citation of appreciation.

RALPH R. BRUNTON, general manager of KJBS, San Francisco, announced recently that the station's participating program *To The Ladies*, a five-a-week half-hour morning show, has been extended another 15 minutes. The feature, heard Mondays through Fridays from 11-11:45 a. m., is conducted by Hugh Barrett Dobbs, nationally known radio figure.

KFRU
•
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri
•

DAVID ROSS, who won the Academy of Arts and Letters' diction award in 1932, on Dec. 5 resumed his series, *Poet's Gold*, now in its sixth year, over CBS.

WOR-MUTUAL on Dec. 12 started the third in its charades cycle, a new program, *Who Is It?* Other successful programs of the Parlor Trick variety produced by WOR's program department and currently heard are *Let's Play Games*, sponsored by E. Fougera & Co., New York (Vapex) and *Melody Puzzles*, whose sponsor is American Tobacco Co., New York (Lucky Strike).

DESIGNED to separate the sheep from the goats among aspiring actors, *Haven MacQuarrie Presents* started Sunday, Nov. 28, on NBC-Red. MacQuarrie, a director for Warner Bros. Pictures, presents ambitious amateurs in original scenes, and gives his opinion of their acting ability.

A SERIES of modern one-act plays by Stephen Vincent Benet, Ernst Toller, A. A. Milne and others will have its first radio performance in *Contemporary Theater*, heard Tuesdays on WQXR, New York. Program started Dec. 7, presented by a cast of the Radio Division, WPA Federal Theatre, and adapted for radio by Donald MacFarlane.

WAAF, Chicago, has expanded its news department having installed United Press news service in addition to the regular news service the station gets because of its ownership by the *Chicago Daily Drover's Journal*. Dan Bolt, has been appointed news editor.

A CHANCE to hear the high spots of the week's best broadcasts a second time is offered listeners by CBS through a new sustaining series, *The People's Choice*. Broadcast each Sunday evening, the half-hour program includes the most popular bit of news, comedy, drama, light and serious music broadcast by CBS during the previous week, as measured by fan mail received by the network.

WJBK, Detroit, carries 20 five-minute news programs a day. New studios are being built, with announcers shouting in 1927 style against the noise on the other side of a false partition.

WMBH, Joplin, Mo., is broadcasting an afternoon series called *News Magazine* which combines human interest stories with late news flashes and includes gossip on Hollywood and the latest fashions.

MAURICE LOWELL, author of NBC-Chicago producer and author of *Listen In* recently made into a movie short, is now radio instructor at Rosary College, River Forest, Ill. He is directing a new weekly show, *College 1938*, a dramatic series dealing with today's contemporary and social problems which had its premiere over WJJD, Dec. 4. Scripts have been written by the school's radio writing class with roles taken by members of the radio acting group.

BY TYING-IN the names of its players with the product advertised, WFBC, Greenville, S. C., has built up a keen listener interest in the *Aristocratic Pigs*, a daily program sponsored by the local Balentine Packing Co.

THE 15th anniversary of CKAC, Montreal, was saluted by CBS Dec. 11 with a program of swing music by Benny Goodman and his orchestra, and an address by Sir Herbert Marler, Canadian envoy to the United States.

THE news bureau of WCAO, Baltimore, has installed a shortwave receiver tuned constantly to local police calls. Tips on news stories secured from this source are followed up on the phone or by sending a representative to the scene of the happening.

NEW studios of WMCA, New York, now being built at 1657 Broadway between 51st and 52nd streets, are nearing completion. Three studios are already finished and other work progressing rapidly. When completed, the new station will have nine large, modern broadcasting studios and a group of 65 other offices for general administrative purposes.

XUM

FCC Adopts New Routine

(*Continued from page 22*)

added, will leave for Commission handling in regular meetings all matters of major importance and similarly will give the Commission more time to consider matters falling in the policy-making category.

The preliminary procedure in handling of broadcast applications other than those of a purely routine nature, will be the same as heretofore, Mr. McNinch pointed out. An examiner will take evidence in all cases designated for hearing and submit his report. Mr. McNinch stated, however, that he had in mind a further change in procedure whereby cases would be delegated to individual commissioners, after the examiner had submitted his report, for handling immediately prior to FCC action. The commissioners so assigned, he said, probably would simply make a recommendation to the full Commission rather than submit proposed findings and in that way the Commission might take another step step toward lightening its collective burden.

The new procedure follows rather closely that predicted in the Nov. 15 issue of BROADCASTING. Assignments of commissioners to individual duties which are interrelated will be on a monthly rotating basis effective Dec. 1. Those purely miscellaneous matters delegated to the secretary and the chief engineer will be assigned on a permanent basis. These will deal largely with matters which heretofore have required FCC Division ratification. Ratification no longer will be necessary.

Motions Docket

Commissioner Norman S Case, who sponsored the proposal for the Motions Docket, was assigned to that duty for the first month. A definite day will be set each week for the Motions Docket, Chairman McNinch asserted. Specifically the order states in connection with the Motions Docket that a commissioner, to be selected and appointed by subsequent orders of the Commission, is authorized to "hear and determine, order, certify, report or otherwise act upon all matters arising under the rules of practice and procedure of the Commission relating to withdrawals, dismissals, or defaults of applications or other proceedings subject to the statutory right of appeal to the Commission; and to hear and determine all interlocutory motions, pleadings and related matters of procedure before the Commission."

Commissioner Craven, for the first month of the new rotating procedure, was assigned all matters relating to broadcasting. This authority covers applications for licenses, following construction which complied with construction permit; for extension of time to commence and complete construction; modifications of construction permit involving only change in equipment; to install frequency control, auxiliary equipment; or special temporary authorization; change of name of licensee where ownership is not affected and other matters therein recited.

Commissioner George H. Payne was assigned applications for aeronautical, aircraft, geophysical, motion picture, airport, municipal and state police, marine relay, marine fire, and emergency and special radio facilities

Commissioner E. O. Sykes was assigned to all radio matters within the territory of Alaska, except broadcast, operators' licenses and amateur and ship stations.

Commissioner Thad H. Brown was assigned duties relating to issuance of certificates of convenience and necessity, and authorization of temporary or emergency wire service as provided in Section 214 of the Act.

Commissioner Paul Walker was delegated all matters arising in connection with the administration of tariff circulars, including the waiver of notice of the filing of tariffs.

The chairman himself will not participate in the handling of these routine functions but will interest himself in all of them.

Chairman McNinch explained that by adopting the rotation procedure, each commissioner will be enabled to become familiar with all of the functions of the FCC. Moreover, he said, it will permit them to become thoroughly acquainted with all matters subject to FCC jurisdiction before the en banc meetings on policy.

Routine Matters

Under Order No. 28, Secretary T. J. Slowie is authorized to determine, certify, report, or otherwise act, with the advice of the general counsel and the chief engineer, upon all applications for operators' licenses and all applications for amateur and ship stations. The chief engineer is authorized to determine upon all applications and request and demand appropriate order in letter form for the signature of the secretary on a large number of miscellaneous matters including operation without approved equipment or operation with new or modified equipment pending repair of existing equipment, relocation of transmitter in the same building, operation with reduced power, approval of equipment types and similar miscellaneous technical authorizations.

While oral arguments will be continued on the basis of the schedule already established. Chairman McNinch declared that it might be necessary to fit in rearguments of cases heretofore argued before individual divisions but not yet decided. In that event, he said, it might be necessary to revise the oral argument schedule but he hoped this would be unnecessary.

The FCC also is "economizing the time" of members of its staff as well as of the Commission itself, Mr. McNinch declared. Heretofore, he pointed out, perhaps a dozen members of the legal and engineering staffs have been present at Commission meetings to discuss orally particular cases. He said this practice would be dispensed with in the future with individual staff members called in if and when needed. Thus, he said, they will not take so much time out from their regularly assigned work.

Gillmore Quits Equity

FRANK GILLMORE has resigned as president of Actor's Equity Association, to become effective as soon as his successor is named. The Equity board will meet Dec. 17 for that purpose. Ill health was given as the reason for the move by Mr. Gillmore, who did not mention in his resignation letter his recently signed five-year contract to be executive director of the Associated Actors and Artistes of America, AFL parent organization of the entertainment field, with jurisdiction over Equity, Screen Actors Guild, American Guild of Musical Artists, and American Federation of Radio Artists. Mr. Gillmore is now president of the AAAA, an honorary post, whereas his directorship carries an annual salary of $13,000.

NAZI Germany is reported to be planning the erection of 2,000,000 loudspeakers on pylons above billboards so that everyone everywhere can hear governmental broadcasts. The billboard advertisers are to be assessed to defray the cost of the equipment.

Barbasol Shift

BARBASOL Co., Indianapolis (shaving preparation), has replaced *Mary Jane Walsh*, billed as Radio's Singing Cinderella, with *Arthur Godfrey*. Miss Walsh found it difficult to continue the broadcasts in conjunction with her part in "I'd Rather Be Right." Arthur Godfrey is conductor of *Washington Sun Dial*, on WJSV as a participating feature, and on WABC, New York for Wasey Products. The Barbasol show is broadcast at 7:45-8 p. m. for one group of Mutual stations, at 8-8:15 p. m. for WOR and another group, and for the West Coast at 11:15-11:30 p. m. Agency is Erwin, Wasey & Co., New York.

GOING PLACES!

WAIR's rapid progress is, in a large degree, due to its determination to give the people in its territory exactly the type and quality entertainment they demand, plus a news service that is second to none.

For Sales at a Profit

WAIR

Winston-Salem, North Carolina

WWL

NEW ORLEANS

LOUISIANA'S

most powerful station

★

850 KC. 10,000 WATTS

★

affiliated

C.B.S.

WBRC

OLDEST AND ONLY FULL TIME HIGH-POWERED STATION IN ALABAMA

NOW

More Than Ever
BIRMINGHAM'S
DOMINANT
STATION

Daytime Power Increased to

5000 WATTS

(Night 1000 Watts)

NBC RED NETWORK

(Effective Jan. 1, 1938)

BIRMINGHAM BROADCASTING CO., Inc.

BANKHEAD HOTEL BIRMINGHAM, ALA.

XUM

Corn-Kix Tests

GENERAL MILLS Inc., Minneapolis, for its new cereal, Corn-Kix, will start quarter-hour discs, *Those Happy Gilmans*, on WTMJ, Milwaukee, and WTAD, Quincy, Jan. 3. If tests prove successful other stations will be added when more extensive distribution has been secured. RCA, Chicago, cut the discs, which are broadcast five times weekly. Blackett-Sample-Hummert, Chicago, is agency.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

●

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Copyright Convention Sent to Senate, Reviving Hope for Duffy Bill Passage

By WALTER BROWN

WITH the International Copyright Convention again before the Senate for ratification, impetus has been given to enactment by Congress at its regular session next year of the bill to revise the United States copyright law being sponsored by Senator Duffy (D-Wis.) and Rep. Deen (D-Ga.).

The Senate Foreign Relations Committee reported the Convention, which extends to foreign authors and composers the same protection in this country that is extended Americans abroad, to the Senate Nov. 26 and it is now on the calendar. Immediately after this action plans got under way on Capitol Hill to revise the present law and bring it in line with the provisions of the Convention.

Changes Awaited

Senator Duffy, sponsoring ratification, said he would seek early approval of his copyright bill which was passed by the Senate in the 74th Congress only to be buried by the House Patents Committee after controversy.

Mr. Duffy has decided not to take up the Convention in the Senate until "interested parties" submit certain desired reservations. He told BROADCASTING he did not anticipate consideration of the Convention until the regular session which begins Jan. 3. A meeting of those interested groups including broadcasters was held in New York Dec. 9 at which proposed reservations were developed.

Senator Duffy said ratification would hasten passage of his copyright bill, the most controversial feature of which is a provision to repeal the section of the present law that places a $250 fine against any infringement upon copyright material, leaving the courts no discretion in imposing the penalty. The Duffy bill would remove the mandatory penalty but gives copyright holders full redress in the courts for any infringement, with the courts fixing the damage, if any.

Since the Senate had passed the copyright bill at the previous Congress, the measure must again be approved by that body. Senator Duffy, however, is confident the Senate will pass the bill at the regular session.

The difficulty lies in the House Patents Committee where Chairman Sirovich (D-N. Y.) has, with the capable support of Rep. Lanham (D-Tex.), succeeded in blocking the legislation. The Senate Foreign Relations Committee report on the Convention flays the House Patents Committee for its dilatory tactics. Friends of the measure are relying on Rep. Deen to lead the fight in the House. The vigorous Georgian took the initiative in support of the legislation when hearings were held before the Patents Committee in the last Congress and failed by only one vote to get the bill reported. He will introduce the Duffy bill in the House and demand action by the Committee in the regular session.

Senator Duffy and Rep. Deen do not minimize the power of ASCAP, the spearhead of the opposition to the bill, but both are optimistic over the chances of favorable action, especially in view of impending ratification of the Convention. Both describe conditions which have grown up under the $250 mandatory fine of the present law as a "racket" and say when it is brought to the full attention of Congress it will be ended.

The key to the House situation may lie in the filling of the three Democratic vacancies whch now exist on the Patents Committee. Rep. Lawrence Connery (D-Mass.) has been appointed to fill the vacancy caused by the death of his brother, William P. Connery, but no one has been selected for the places held by Rep. McSweeney, (D-Ohio), who resigned to become a member of the Foreign Affairs Committee, and Rep. Barden (D-N. C.). There is another Democratic vacancy coming over from the old Congress.

The House Patents Committee is now composed of the following members: *Democrats*: Sirovich, (N. Y.), chairman; Lanham (Tex.), Deen (Ga.), O'Malley (Wis.), Dunn, (Pa.), Kramer (Cal.), McClellan (Ark.), Boykin (Ala.), Barry (N. Y.), Connery (Mass.). *Republicans*: Hartley (N. J.), Arends (Ill.), Church (Ill.), Wolverton (N. J.), Stefan (Neb.), Luce (Mass.); *Progressives*: Amlie (Wis.); *Farm Laborites*: Johnson (Minn.).

Effect of Ratification

Senator Duffy and Rep. Deen do not agree on the desirability of ratifying the Copyright Convention before passage of the copyright bill. The Wisconsin Senator believed ratification of the treaty will hasten passage of the copyright bill, and the Senate Foreign Relations Committee has so reported.

"The Convention does not go into effect for a year and I feel sure that once it is ratified we will get some action by the House on the copyright bill," Mr. Duffy said.

"Adoption of the International Copyright Convention without passage of the copyright bill would complicate process of copyright relations now accorded one nation to another," Rep. Deen told BROADCASTING. Ratification of the treaty without reservation and without passage of the Duffy-Deen bill would "involve an undesirable relationship on the part of other countries against us," he said.

The Georgian said it was for this reason that the Senate reversed itself after ratifying the treaty and did so at the request of the State Department.

Senator Duffy said he was glad Rep. Deen was going to introduce the copyright bill and sponsor it in the House. "The measure will have an able and friendly author in the House," he added. Rep. Bloom (D-N. Y.) introduced the Duffy measure in the House but friends of the legislation feel it should be sponsored in the House by a member of the Patents Committee.

In commenting on the copyright bill, Rep. Deen said:

"The bill strikes out the $250 damage fee for relaying copyright material but provides those holding the copyright may go into courts and sue for damage. As it now stands the ASCAP crowd holds broadcasters and others for the fee without the right to go into court."

Senator Duffy said he understood ASCAP was "now backing up" in its support of the International Convention "because they believe its ratification would expedite action on the copyright bill." He said that under the present copyright statute a "terrible racket" exists and unless checked there was no telling to what extent it would spread. "Already restaurant owners are being made to pay a fee for using a radio in their establishments," he said. "Only this week a

RIGHT DOWN OUR ALLEY

Today's radio advertiser is not of the gold-brick buying variety. He wants to know how well a station covers the territory in which he wants sales, whether pockets of listeners hold any cash, whether distributors and retailers will co-operate.

Such advertisers prefer WGAR, the station sold on fact instead of the gold-brick standard.

Over WGAR your selling message will be heard throughout the seven counties in Northern Ohio that make up the state's richest market . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake . . . will reach nearly a million homes in this spending territory . . . will draw from the purses of the families which spend one out of every three of the state's retail dollars.

And, when you talk merchandising, you're firing right down our alley! WGAR works closely with distributors in its territory, knows and gets the help of top executives of various trade associations, sends men out into the field to talk with retailers in regard to your product and your radio program.

First in number of accounts, first in total dollar volume among Cleveland stations . . . first in merchandising assistance . . . you just can't help but place WGAR first among the stations you consider in Northern Ohio!

W·G·A·R
'CLEVELAND'S FRIENDLY STATION''
John F. Patt, *Vice Pres. and Gen. Mgr.*
Edward Petry & Co., Inc., *Nat'l Repr's*

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

man was in my office protesting the payment of such a fee. They can fine a taxicab driver if he plays a radio in his cab while carrying passengers. I think Congress should pass my bill which will stop the racket but will afford authors and composers full protection in the courts."

In reporting the Copyright Convention to the Senate, the Foreign Relations Committee submitted the report of its subcommittee in charge of the matter, composed of Senator Duffy, Senator White (R-Maine) and Senator Van Nuys (D-Md.).

The report points out that there has been "a great deal of pirating both here and abroad" in copyright materials and the Convention was designed to end such practices.

In touching on the desirability for accompanying legislation by the Congress amending the United States statute, the subcommittee report said:

"It has long been hoped that the approval of the copyright treaty would be accompanied by legislation appropriately amending the statute law of the country and interpreting those portions of the treaty which contemplate individual legislative action by the countries party to it. The Senate has, indeed, passed such legislation. But continued inaction of the Committee on Patents of the House of Representatives has dimmed, if not destroyed, hope of cooperation by that body until the treaty shall have been disposed of.

"The failure to act is not understood to be due to opposition by any considerable proportion of the committee, or to any appreciable opposition in the House itself. Under the circumstances it would seem to have rendered unjustifiable any further delay by the Senate in taking remedial action which it is constitutionally empowered to take without the cooperation of the other branch of Congress."

New York Fair Group

NEW YORK World's Fair 1938 Inc. has appointed an advisory committee on music to enlist the services of foremost artists and orchestras during the fair. Headed by Allen Wardell, the committee membership includes Marshall Field, Mrs. Vincent Astor, Dr. Walter Damrosch and Edward Johnson, general manager of the Metropolitan Opera Assn. Far reaching in scope, the fair's musical program will include historical pageants, ballets, oratorios, folk music, choral and glee club presentations, as well as classical and popular music.

New WOLS on Air

OWNED and managed by O. Lee Stone, outdoor advertising man, the new WOLS, Florence, S. C., went on the air in November with 100 watts on 1200 kc. Mr. Stone announced the appointments of Henry Mosses as commercial manager, William F. Melia as program director and Paul Dillon as chief engineer. A composite transmitter with Gates speech input and a 150-foot vertical steel tube radiator have been installed. Transradio Press service is being used.

ANNUAL East-West All-Star football game will be played in San Francisco on New Year's Day, and will be heard exclusively over Mutual network.

ASCAP Seeks Current And Past Nebraska Fees After Ruling by Court

AS A DIRECT result of the ruling of the Federal District Court in Omaha granting it a temporary injunction restraining the State of Nebraska from enforcing its recently enacted anti-ASCAP law, ASCAP on Dec. 1 sent out to all stations and other copyright users in Nebraska statements seeking payment of current royalties along with back payments. After enactment of the law in the State, ASCAP refused payments from all stations and presumably other users, returning the envelopes unopened. It is following the same procedure in other States, including Montana, Washington, Florida and Tennessee, which have enacted anti-ASCAP laws.

The Nebraska court granted the temporary injunction after preliminary testimony in behalf of ASCAP that certain of its important composer members and heirs of composers would be deprived of livelihoods by such State laws. The action simply means that the case will come to trial on the issues, that is, whether the States have the right to enact such anti-monopoly laws. Meanwhile, ASCAP will continue doing business in the State.

Because of the trend toward state laws to restrict the operation of ASCAP and force a competitive market on music, ASCAP has revived its publicity campaign in an effort to offset these moves. In its second issue of the *ASCAP Journal*, made available early this month, it ran an editorial on the Nebraska injunction and hailed it as a victory. There were articles by ASCAP members and attorneys emphasizing the necessity for unity in composer-publisher ranks to combat opposition, along with other editorial features. The *Journal* is distributed free nationally, and, it is understood, is sent to the Congressional roster.

Cook Back on NBC

THOMAS COOK & Son-Wagon-Lits Inc., New York, on Dec. 12 started a program on the NBC-Red network featuring Malcolm La Prade, who has been on the air as "the man from Cook's" since 1925. The quarter-hour travel talks are heard Sundays, through L. D. Wertheimer Co., New York.

THANKS!
Response Terrific
At Your Demand
"WALKS OF LIFE"
Now Transcribed.
Built especially for Shoes—
Sale or Repair.
13 15-Minute Shows
Ready.
Priced Right.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

Not a Public Utility

(*Continued from Page 27*)

submitted to the Commission in the application for broadcasting facilities.

"In any case where it is shown that the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied unless there are overwhelming reasons of a public nature for granting it. And it is obviously a stronger case where neither licensee will be financially able to render adequate service. This, we think is the clear intent of Section 402 (b) (2) of the statute, which provides for an appeal by an aggrieved person whose interests are adversely affected by a decision of the Commission granting or refusing an application. But here Intermountain fails to allege financial or economic injury—or any other sort—through the allocation of radio facilities to Powers and associates."

The language of the court on this point is unprecedented, and probably will give rise to more appeals raising the question that new stations in given areas would result in pecuniary or other damage to existing licensees and thereby deprive them of their ability to continue to function in the public interest.

That the Court intends to follow up these revolutionary rulings with additional statements of law has been clearly indicated in the last few weeks. The complexion of the court has changed almost completely since its last term, with Justice J. Lawrence Groner succeeding Chief Justice Martin, who has retired.

In arguments before the court during the week of Dec. 6, many significant questions were asked regarding court procedure and policy and the indication was rather clearly given that in future decisions the Court intends to establish legal precedent on many FCC methods in handling of applications. Just how far-reaching these revisions will be must await future court decisions.

POSSIBLE MERGER of Consolidated Radio Artists Inc., New York, and Rockwell-O'Keefe, New York, talent organization, is still in the discussion stage, and will probably not be definitely decided for several weeks.

LISTENERS
PAY ATTENTION
to
WROK
They're afraid they might miss
hearing something of vital community interest if they don't.
ROCKFORD, ILL. 1410 KC.

Best Wishes
for a
MERRY CHRISTMAS
and
SINCERE THANKS
to National Advertisers
and Agencies for a
300% INCREASE IN NATIONAL BUSINESS
for 1937
1000 WATTS — FULL TIME
KTAT

Affiliated
with the
MUTUAL
BROADCASTING
SYSTEM

TARRANT
BROADCASTING CO.
Studios and Offices in the
Hotel Texas
FORT WORTH, TEXAS
Raymond E. Buck, *President*
Sam H. Bennett, *Gen. Mgr.*

National Representatives:
FREE & PETERS, Inc.
New York — San Francisco
Detroit — Los Angeles
Chicago — Atlanta

Purely PROGRAMS

After the Crash

FATAL automobile accidents are dramatized weekly on KOIN, Portland, during *Speed Incorporated*, with facts taken from the state's official files. Each show closes with an official talk on how the accident might have been averted. It's a great audience puller, says KOIN.

A similar program on WIBX, Utica, N. Y., has been so successful that the local accident rate is down 7.2% as compared with the state's rate. Kiwanis members were behind the series and D. T. Burke, who gave the series on WIBX, has been named chairman of the State Kiwanis Safety Council.

* * *

Accidents Reported

IF ANY listener of WJAG, Norfolk, Neb., sees an automobile accident he may call WJAG collect and a moment later the station will flash the word to the state safety patrol. This is a new public service feature and WJAG pays the phone bill, donates its air time and maintains a private line to the highway headquarters. Motorcycle cops keep tuned to WJAG. According to the police and to WJAG this service has already saved many lives.

* * *

Publicity for KSTP

IF YOUR station needs publicity and a good program along with it, you might try a version of *Editors' Roundtable*, similar to the one conducted each Friday night on KSTP, St. Paul, by Val Jjornson. Each week a different editor from one of Minnesota's small town papers discusses the problems of his community and gives his prospective radio appearance a big write up in his paper. Weekly column space, says KSTP, has totaled 4,800 inches.

* * *

Reverse English

OPPOSING the many programs devoted to informing the radio audience, *Howlers*, new series of Star Radio Programs Inc., New York, specializes in *mis*information. Each of the 13 five-minute scripts comprising the series contains a number of boners, mostly humorous, but all authentic, according to Star. The series has already proved popular with stations, Star says. Most recent subscribers to *Howlers* are CJCA, Edmonton; WTHT, Hartford; KSAL, Salina; WGBI, Scranton.

* * *

Don't Be Taken In

A *War on Rackets* is featured in a weekly series on WTMJ, Milwaukee. In cooperation with local business men and the Better Business Bureau, WTMJ presents the transcribed series of NBC dealing with pitch men, missing heirs schemes, home work frauds and allied rackets. Local slant is given by dramatizations of local rackets.

* * *

What Can We Do?

NEW KIND of contest titled *How KFRO Can Improve Its Broadcasting Service* is running on KFRO, Long View, Tex., so successfully that the mail man is complaining about all the letters. We know our station now from the listener's viewpoint, says KFRO happily.

For the Curious

VARIATION of *Prof. Quiz* is *Curiosity Court*, a weekly program on WIP, Philadelphia, sponsored by the Shell Union Oil Corp. and presented in a local auditorium seating 1,000 persons. Patterned after court procedure, five witnesses are called who try to answer the questions in competition for cash prizes. A novel feature is a traffic light which flashes green as the question is asked and red as the time limit of 30 seconds approaches. The series is extensively publicized through all Shell agents, gas stations, and trucks.

* * *

Ask the Ladies

MAN-on-the-street idea is applied to interviews of women during *Feminine Viewpoints* on KDYL, Salt Lake City. The series is sponsored by the local Mode O'Day Shops and a special daily gift goes to the woman answering the selected question of the day.

Scooping Scoops

NEWS that is broadcast before it happens is a scoop within a scoop, according to WCOP, Boston, which aired a recent attempted robbery 10 minutes before the robbery was attempted. Ed Pearson, WCOP script writer, who was passing the store on his way to the studio, saw cops hiding in the bushes. He verified the ambush and WCOP went on the air with the story 10 minutes before the robbers walked into the trap.

Free For All

NEW TYPE of discussion is used during *Let's Hear Your Side*, a weekly program on WBBM, Chicago, presented by the Chicago U Broadcasting Council. Instead of the formal debate procedure of argument and rebuttal, prominent debaters from local universities discuss current events informally, interrupting and heckling each other at will. Wide listener interest, says WBBM.

* * *

Petticoat Parade

DAILY afternoon program on WMBD, Peoria, is devoted to current fashions, home decorating, foods and hints on how to care for children. Called *Petticoat Parade*, the program features a three way discussion by Jessica McFarland, Josephine Wetzler and Connie Ford, of WMBD's women's department. Female listeners galore, reports WMBD.

* * *

Books for Children

JUVENILE books are dramatized on WGN, Chicago, during *Book Shelf Spotlight*, a weekly series under direction of the National Youth Administration. Abbott Ross of Airshows Inc., that city, produces the show.

* * *

World Customs

STUDENTS at Chicago U from foreign countries discuss and compare their countries with America during *International House Forum*, a weekly program on WGN.

Master Mechanic

WHEN the Automobile Show came to Kansas City, KCKN gave novel coverage. It happens that Leonard Brann, assistant chief engineer of KCKN, has made a hobby of cars for years and is one of those rare people who can reduce scientific terms to ordinary language. So, Owen Balch, KCKN special events director, and several hundred visitors interviewed Mr. Brann about the cars. Listeners have been writing KCKN ever since asking for more and saying that they didn't know complicated gadgets could be described so plainly.

* * *

Cash and Plaques

RADIO dramatization of James Trueslow Adams' "Epic of America," presented by the Radio Division, WPA Federal Theater, started Nov. 28 on the Mutual network, and is the subject of an essay contest conducted by the American Legion Auxiliary. A first prize of $100 in cash and special Auxiliary plaque will be awarded for the best essay on "What the Epic of America has taught me about the future of America." Second award is $50, and is to go to a high school student not over 18 years of age. Gold medals will be given to the next five winners. Contest closes March 10, 1938.

* * *

I Know 5,000 Songs

THE other day a 17-year-old girl wandered into the studios of WTMV, E. St. Louis, and an-announced that she could sing 5,000 cowboy and hillbilly songs. So Woody Klose, WTMV program director, devised a new radio game called *Can You Stump Susie?* and Miss Mary Wesnitzer, "Susie," tries to sing her songs faster than listeners can phone for more. She misses eight out of 30 and the telephone keeps ringing all through the program, according to WTMV.

* * *

It Begins At Sixteen

RIGHT after school on Wednesday afternoon high school students of Fall River, Mass., gather in the studios of WSAR to broadcast a series of their own, titled *Life Begins at Sixteen*. They write and produce the shows, dramatize their school activities and give themselves a sendoff with publicity in their school paper. According to William T. Welch, manager of WSAR, the townspeople delight in the programs.

* * *

Birmingham Leaders

KIDS crowded the Birmingham auditorium when WSGN recently held a Model Airplane meet. A local department store sponsored the meet which was so successful that it has signed for a monthly program.

WSGN is also proud of its *Hill-Billy Night*, featuring bands from all over the county and packing the studio-auditorium with listeners set for a frolic. After the weekly show is over, WSGN entertains the audience with its talent for another hour.

* * *

Lest They Stray

DURING the cold weather lots of men-on-the-street find it difficult to hold their audiences. Brooks Connally, announcer of WIND, Gary, Ind., solved the problem by passing out coffee and doughnuts and is changing his program's title to *The Coffee Jug*.

TARZAN—Has nothing on Jimmy Vandiveer who broadcasts a series called *Trips Through the Zoo* on KFI, Los Angeles, each Friday. The elephant's name is Anna.

* * *

Pot of Gold

NAMES picked at random are announced during *Pot of Gold* on WPAY, Portsmouth, O., and if the listener doesn't phone, the award that would have gone to him goes into the "pot" and the next listener phoning gets that much more. The listener must repeat the exact wording used by the announcer. It's so successful, says WPAY, that we've copyrighted the game.

* * *

Two in One

BROADCASTING a program in two sections is a new stunt on KDYL, Salt Lake City. Titled *Crime Quiz*, the crime is described at 7 p. m. and the solution is aired one hour later. Prizes of neckware are given to listeners phoning in the correct solution within the hour by the local sponsor, Firmage for Men. First time the program went on the air KDYL's five trunk lines were tied up with calls.

* * *

Statues as Stooges

NEAR the memorial statues in various sections of Milwaukee, Bob Heiss, chief announcer of WTMJ, is conducting a series of interviews on his *Around the Town* series. Novel slant on this program is a voice representing the statue's voice piped from the studio to the remote truck and rebroadcast. Historical and informative in nature, the series has aroused keen listener interest, according to WTMJ.

* * *

Charting Adventures

MAPS to be used in conjunction with an imaginary round-the-world flight are sent to children of St. Paul who listen to the *Topaz Room*, a weekly WMIN children's series.

* * *

Help the Blind

WITH THE well-chosen title *They Also Serve*, WEEI, Boston, is broadcasting a series of plays designed to show the success of the National Braille Press in helping blind people.

Indians' Word

ANNOUNCERS on WHB, Kansas City, fell to quibbling about the pronunciation of Osawatomie, a little town not far away. To settle the whole thing, remote equipment was sent to Osawatomie and the mayor was interviewed. Oh - Sawatomie turned out to be correct, disproving Webster's Dictionary which lists the pronunciation with a short "o."

XUM

Minnesota Marches

STATE industrial leaders and the Minneapolis Symphony Orchestra are cooperating in a new Sunday afternoon series on WCCO, Minneapolis, titled *The March of Minnesota.* Cedric Adams of the local *Star,* interviews prominent local personalities and a remote broadcast from a different city in the state is featured on each program. The Minneapolis office of BBDO is handling the series which is broadcast on WCCO, KDAL, WMFG, WHLB, KROC.

* * *

Know Their Bible

THE Bible students quiz is the newest program on KRE, Berkeley, Cal. Each Saturday morning the program brings to the microphone 21 contestants ranging in age from 10 to 14. They are asked questions pertaining to a biblical subject which has been announced in advance. A gong is rung when a wrong answer is given. The feature is conducted by N. F. Turner.

* * *

Crackers and Crunches

KROW, Oakland is conducting a novel quiz type program titled *Skullcrackers,* broadcast Monday nights. And in place of the usual gong to mark errors, Scott Weakley, production manager, is using cocoanut shells crushed by a steel bar. Two teams of four persons each compete in the contest, with the winning quartet appearing weekly until defeated. The individual scoring the highest each week is given a cash prize.

* * *

e A Good Neighbor
pport the Community Chest

RED FLANNELS — And a white picket fence across the side walk stopped all "good neighbors" as WOWO, Ft. Wayne, Ind., sent its men on the street to help in the Community Chest drive.

* * *

Let's Swap!

SHOTGUNS for automobiles and an endless procession of household goods are swapped daily in Denver as a result of *Trading Post of the Air* on KFEL. Fred Graham, announcer of KFEL, handles the show sponsored by the Frumess Jewelry Co. and reports much local interest.

* * *

Asiatic Mogul

WITH the title *Hits, Misses and Hisses,* KIRO Louis, sultan of the Seattle station, takes the air at 6 every weekday morning with chatter on events and people, as well as request recordings. He is aided by Carl Christopher, announcer, and Dave Fields, technician, both of whom play characters.

* * *

Sans Commercials

FOR THOSE who dislike commercials and other announcements, WHN, New York, has started a half-hour daily midnight program called *Music to Read By.*

Throw Away

LIVE TURKEYS were thrown from the tops of advertisers' buildings during a turkey "throw-away" held just before Thanksgiving on KFRO, Longview, Tex., in cooperation with its local advertisers. The stunt drew such large crowds that two or more persons would get hold of the same turkey, scrap it out and end up in the county jail. One turkey was torn into five parts and a near riot resulted. James R. Curtis, president of KFRO, says, "Never again—there's such a thing as too much pulling power in radio advertising."

Arguments by Air

CROSS-COUNTRY debating became a recent reality when the New York U team argued from the studios of WHN, New York, and the Cincinnati U team gave rebuttals from the WLW studios. WHN plans a regular weekly series of debates and reports strong listener interest.

* * *

They Like to Talk

SO SIMPLE that many have overlooked it is the tie-in used on KDYL, Salt Lake City, by the Mullett-Kelly Co. in whose new "Knotty Pine Sportsroom" local sportsmen are interviewed. Few people like to tell of their luck and daring as do hunters and the tie-in is complete.

* * *

Requests by Wire

REQUESTS that are limited to paid Western Union telegrams are broadcast each Saturday afternoon on WORL, Boston, during the program titled *Western You.* Western Union sponsors the variety show and requests cost senders about 20c due to special rates applying only to the program. With a telaprinter in its studios the first program netted WORL 132 paid wires.

* * *

Join the Parade

EVERY interesting person who has an unusual occupation will be asked to participate in *Personalities on Parade,* a thrice weekly series on WKRC, Cincinnati, under the direction of Marsha Wheeler. Sponsor is Cincinnati Oil Works Co.

* * *

Calling All Ducks!

THE Second Annual National Duck Calling Contest was recently broadcast on KARK, Little Rock, from the hunting grounds at Stuttgart, Ark. KARK's staff says their ears are still buzzing, but the listeners liked it.

CELEBRATING
13 YEARS
OF SERVICE TO
ARKANSAS
DEC. 20
KTHS
10,000 WATTS NBC
CLEAR CHANNEL 1,060 Kyc.
HOT SPRINGS, ARK.

To the Women!

OUTSTANDING deeds of Boston women are saluted daily during *Orchids to You* on WCOP. Recent salute was for Miss Genevieve Caulfield whose work for Boston's blind has made her a national figure. Blind herself, WCOP sent her a copy of the script and a letter of congratulations in braille. The local Summerfield Furniture Co. is sponsor.

* * *

Education's Answer

VALUE of a college education is dramatized in a new series called *Alma Mater* on WFIL, Philadelphia. Designed and produced by Margaret Schaefer, WFIL educational director, the programs will dramatize the achievements of one alumnus from each nearby college.

* * *

Yes or No

A HUNDRED prizes a week are awarded by WNEW, New York, on its *Yes or No* program, with listeners answering 19 questions put to them by William McGrath and submitting a 20th question for future programs.

* * *

Utah Bee

GRADE school children from the nine local public schools compete in a weekly spelling bee on KLO, Ogden, Utah, for prizes totaling several hundred dollars offered by the sponsor, a local jeweler. Dave Parmer of the KLO staff conducts the show.

* * *

Carnation Party

CARNATION Co., Milwaukee, for the third successive year will be host to 400 underprivileged youngsters on the firm's NBC *Contented* program Dec. 20. Following the broadcast, Carnation officials will give a party.

Funds for Spellers

FOX BREWING Co., Chicago, recently started sponsorship of a unique spelling bee on WBBM, Chicago. Instead of limiting contestants to high school or college students the spelling bee presents radio artists vs. chorus girls, baseball stars vs. football heroes and other such combinations. A $500 first prize will be awarded the grand winner at the end of 13 weeks, with $200 the second prize, and $100 the third prize. In addition, special cash prizes will be awarded to the weekly winners. Cecil Widdifield of Schwimmer & Scott, Chicago agency handling the Fox Beer account, is in charge of production of the new program which is broadcast every Sunday night from 7:30-8:00 p. m.

WEBC
Tells Your
Story In
AMERICA'S
SECOND PORT
DULUTH & SUPERIOR
○
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

RESULTS
GOOD WILL
SALES
FINE PROGRAMS
RICH READY-TO-BUY TERRITORY
LISTENERS
COVERAGE

It's Christmas every day for KFH advertisers
KFH
WICHITA, KANSAS
BASIC CBS • *National Representative, Edward Petry & Co.*

in the CONTROL ROOM

DANIEL MUNROE, engineer at WIND, Gary, was married Dec. 5 to Lucille Noyes of Chesterton, Ind. Rev. William L. Clark, who broadcasts on WIND, performed the ceremony.

HAROLD SWANSON, engineer at WJJD, Chicago, injured in a motorcycle accident is recovering rapidly.

FRED C. NEIDERT, formerly of KTRH, Houston, has joined the technical staff of KABC, San Antonio.

FINCH
FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

Adopted by
WSM, 50,000 Watts
Nashville, Tenn.

FINCH
TELECOMMUNICATIONS LABS., Inc.
•
37 W. 57th ST., NEW YORK CITY
PLAZA 5-6570

THOMAS R. McLEAN, formerly chief engineer of KMOX and KWK in St. Louis, and at one time chief engineer of WCAE, Pittsburgh, has been appointed chief engineer of WTMV, E. St. Louis, Ill., succeeding Fred S. Liggett, who died Nov. 17.

RALPH REA, chief engineer of KOKO, La Junta, Colo., was married recently.

WENDELL SEWARD, operator at KJBS, San Francisco, has resigned to join RCA Communications.

JOHN JAEGER, who has been at WNEW, New York, several years, has been named chief engineer.

RICHARD DUNCAN, formerly of WLW, Cincinnati, has been named chief engineer of WHP, Harrisburg.

ART MUNKER has joined the technical staff of KDYL, Salt Lake City.

GLENN FLYNN, engineer of WOW, Omaha, has announced his engagement to Mildred Nelson, a member of the WOW program staff.

JAMES P. BURKE, chief engineer of KWK, St. Louis, recently married Jacqueline Carr.

GEORGE B. BAIREY, operator of KOVC, Valley City, N. D., on Nov. 31 was issued Letters Patent No. 2,099,671 covering an antenna system, which he has partially assigned to the Collins Radio Co.

PAUL HOLTON, formerly of WPAY, Portsmouth, O., has joined the engineering staff of WCMI, Ashland, Ky.

AUTHORITY to transfer control of KICA, Clovis, N. M., 100 watts on 1370 kc., to Charles C. Alsup, one-third owner of the station, is sought in an application filed with the FCC. J. Lindsay Nunn, also one-third owner, would transfer 25 shares of stock.

SWELL GOING, COL. SPRINGS, YOU'RE AHEAD OF 46 BIGGER CITIES
RETAIL SALES

- Measured by the size of its spending in retail stores, Colorado Springs towers above 46 larger cities in importance as a market. Measured by its programming and popularity, KVOR supplies the quickest and most economical approach to the spenders in this big-spending market.

KVOR
1000 WATTS . . FULL TIME
Colorado Springs
PROGRAMS OF THE COLUMBIA BROADCASTING SYSTEM

For Boys Only

IT'S A BOY! has become the slogan of WGAR where eight consecutive boys have been born to staff employes in the last six months. Newest arrivals are at the homes of Walter Widlar and William Hutton, engineers.

Former WHAS Engineer H. E. Campbell, Is Dead

OVERCOME by monoxide gas, Howard E. Campbell, former chief engineer of WHAS, Louisville, was found dead Nov. 23 beside his automobile in his garage near the WHAS transmitter. The car's hood was open, indicating that Mr. Campbell was stricken while making some motor adjustment.

H. E. Campbell

Mr. Campbell came to WHAS in 1932 from the Bell Laboratories, New York. Prior to his connection with Bell, he had been a member of the technical staffs of WWJ, Detroit, and WLS, Chicago. Born at Greenup, Ill., Mr. Campbell was educated at Indiana U and the U. S. Naval Academy. Surviving are his wife, two sons, two daughters, his mother and one sister.

Radio Technical Session Is Planned in Australia

ORGANIZED by the Institution of Radio Engineers (Australia) of which Sir Ernest Fisk is president, a World Radio Convention will be held at Sydney April 4-14, 1938, during the celebration of Australia's 150th anniversary. It is believed the worldwide meeting will be the first ever held to discuss all phases of radio engineering.

The convention will cover all technical subjects common to radio engineers including wave propagation, telecommunication, broadcast transmission and receivers, sound projection, electromedical, television, general and allied subjects. An invitation to attend has been accepted by Marchesa Marconi, widow of the inventor of radio. David Sarnoff, RCA president, may bring Giulio Marconi, son of the inventor. Sir Noel Ashbridge, BBC chief engineer, is planning to attend.

Tru-Tan
Model B-16

One for the Records

Featuring Astatic's Tru-Tan Model B-16 Pickup with Offset Head Design for finer reproduction and longer record life. Black and chrome finish. See your jobber or write for literature.

LIST PRICE $27.50

ASTATIC MICROPHONE LABORATORY, Inc.
Dept. O-4 Youngstown, Ohio
Licensed Under Brush Development Co. Patents

ASTATIC

WHAS Completing New 50 kw. Plant

Can Be Adapted to 500 kw. if Petition to FCC Is Granted

INSTALLATION of the new 50,000-watt plant and studios of WHAS, Louisville, at a cost of between $350,000 and $400,000, will be completed by the first of the year, Mark Ethridge, general manager of the *Courier-Journal* and *Times*, announced Dec. 9.

Mr. Towner

A new Western Electric 50,000-watt transmitter, but with connections which would make possible its building up to a 500,000-watt unit, in the event its pending application is granted, is being installed near Anchorage, Ky., 16 miles east of Louisville. Studios in the *Courier-Journal* and *Times* Building also are being completely modernized and augmented, to accommodate increased activities of the station.

Technical construction work is under the supervision of Orrin W. Towner, chief engineer, who has been appointed to succeed the late Howard E. Campbell. Mr. Towner leaves Bell Telephone Laboratories, New York, to assume his new post. He is 34, and is a graduate of the University of Kansas. From 1922 to 1925, in addition to his school work, Mr. Towner managed and was chief engineer of Towner Radio Mfg. Co., Kansas City, Mo., and served in 1927 as operator of KFKU and as chief operator of WREN. Following his graduation, he joined Bell Laboratories and specialized in broadcasting and communication installation work. He was assigned to the WHAS installation by Bell Laboratories and upon the death of Mr. Campbell accepted the offer to succeed him. He is a member of the American Institute of Electrical Engineers and Institute of Radio Engineers.

NBC Shortwave Service Put on Permanent Basis

RESPONSE to the international broadcasts to Europe and Latin America on NBC's shortwave station W3XAL, Bound Brook, N. J., has been so large and so enthusiastic that the network's shortwave department has been changed from experimental to permanent, has been named the International Division of the Program Department, and has moved into new quarters of its own in Radio City.

The rapid growth in the number of programs specially produced for foreign audiences from 173 in July to 403 in August, 564 in September and even larger numbers in October and November has been accompanied by an increase in personnel, which now includes six foreign announcers in addition to Percy Winner, director of the division, and Charles R. Carvajal, acting program manager. The announcers are: Fernand Auberjonois (French), Ernst Kotz (German), Lisa Sergio (Italian), Fernando de Sa (Brazilian), Julian Muriel (Argentine), and Esteban Balleste (Latin American).

Equipment

RCA MFG Co., Camden, has published a folder on its new 1-G transmitter, which is 1000-watt, high-level modulated. Its performance, mechanical arrangement and well-engineered electrical design are graphically illustrated. The transmitter comprises three units, the first consisting of the exciter; the second, the 1 kw power amplifier, and the third, the modulator and power unit. It is designed, the booklet indicates, for regional service.

GATES RADIO & SUPPLY Co., Quincy, Ill., announces a new Model 17-B audio compressor, a device for limiting the audio output of the broadcast signal above the given level desired and allowing operation of the transmitter audio gain at least 3 db. higher than if the compressor were not used which develops the equivalent of doubled power. The compressor is sold with or without the regular line amplifier equipment.

WRC and WMAL, NBC outlets in Washington, have installed four short-wave transmitters, eight receivers and one gasoline driven generator to be used in short-wave broadcasts such as floods and parades. The "beer mug" transmitters with built-in microphones weigh seven pounds and operate on .2 watt.

CHARLES E. FORREST, managing director of International Radio Co. Pty. Ltd., of Australia and New Zealand, manufacturers and distributors of radio equipment, arrived in Los Angeles Nov. 29 to contact American manufacturers, and during December, January, February and March may be addressed at International Forwarding Co., 431 S. Dearborn St., Chicago.

On Page 59 of the Nov. 15 BROADCASTING, accompanying a photo of the new Canadian Broadcasting Corp. building at Hornby, it was stated that this was one of two to accommodate the 50,000-watt Canadian Marconi transmitters being built for the CBS. Northern Electric Co., Montreal, affiliated with Western Electric, reports that it is supplying both transmitters, which will be WE 407-A types. BROADCASTING regrets the error, which was based on erroneous information supplied it.

KFRO, Longview, Tex., has installed a Gates remote amplifier.

WFTC, Kinston, N. C., announces the installation of a remote control unit at New Bern, N. C. Bob Wasdon is in charge of the new remote studios.

WTJS, Jackson, Tenn., has purchased an RCA 250-D broadcast transmitter.

UNIVERSAL
NEW DYNAMIC
MICROPHONE

Self energizing. Not affected by heat or climate. Impedance 33, 50, 200 or 500 ohms. Also high impedance direct to grid. Freq. res. 40-8000 C.P.S. Output -58 db.

Microphone Division

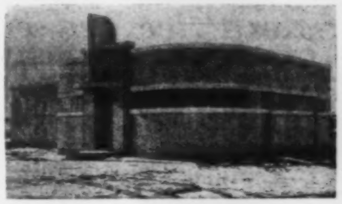
UNIVERSAL MICROPHONE CO., LTD.,

424 Warren Lane, Inglewood, Calif., U.S.A.

KFYR's ANTENNA
Said to Be The Tallest of Self-Supporting Type

THE TALLEST self-supporting vertical radiator in the country—700 ft. high—is being installed by KFYR, Bismarck, N. D. Manufactured by Truscon, the tower will require 75 tons of steel and slightly more than 100 tons of concrete for its foundation. A new ground system consists of 120 radials of 3/8" copper ribbon, each 450 ft. long and a ground screen at the base of the tower 100 ft. in diameter. A 4-wire transmission line is being used in the installation, of the overhead type. All telephone lines are underground.

Operating on the 550 kc. channel with 1,000 watts night and 5,000 watts day, KFYR is expected to increase its primary service area appreciably with the new radiating system. A new transmitter building (pictured above) has been completed along with the ground system and all connecting lines.



The tower now is in the process of construction. The new building is of brick, tile and glass brick construction, completely modern and dustproof. Air-conditioning is accomplished through a heat exchange system which is also used for transmitter tube cooling. The present RCA 5-B transmitter will be used in conjunction with a Western Electric type 110-A volume limiter and automatic line voltage regulators. E. C. Page, consulting engineer of the firm of Page & Davis, is supervising the installation.

ALTHOUGH the transmitter has not yet been ordered, the new KVRS, Rock Springs, Wyo., a local recently authorized by the FCC, will go on the air about March 15, 1938, according to Ken Neilsen, who will be its manager. Mr. Neilsen reports that Collins speech input, a Hoke radiator and Western Electric microphones will be used.

PLANS are being formulated to erect a 10,000-watt broadcasting station to serve Newfoundland, according to the American consulate at St. Johns, and interested American firms should communicate with W. E. Curtis, government purchasing agent, Department of Public Utilities, St. Johns.

WTAR, Norfolk, Va., announces completion of a new master control desk at its transmitter with facilities for switching to either of two antennae non-directionally and to three antennae directionally. Chief Engineer J. L. Grether was in charge of the installation.

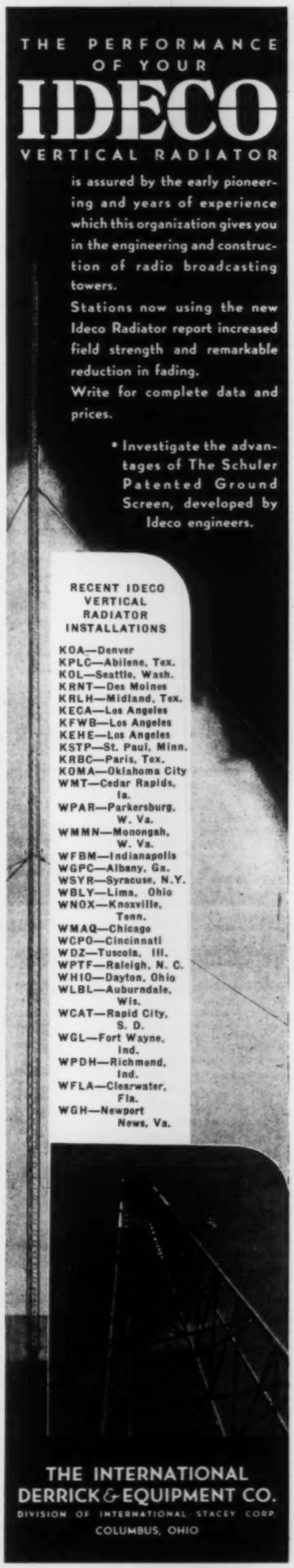
WICA Makes Its Debut

MODERN in every detail, the new WICA, Ashtabula, O., licensed to C. A. Rowley, publisher of the *Ashtabula Star-Beacon*, went on the air with its inaugural program Nov. 21, operating with 250 watts daytime on 940 kc. Three studios designed by Johns-Manville with a Western Electric transmitter and a Truscon tower comprise the basic technical installation. Personnel includes R. B. Rowley, manager; Harrison Bailey, formerly with KMOX, St. Louis, program director; Robert Marvin, formerly with Interstate Adv. Agency, Cleveland, commercial manager; George Gautney, formerly with WRBL, Columbus, Ga., chief engineer. Howard Wilson Co. has been named national representative.

Approved by F. C. C.
BLILEY CRYSTALS

Bliley Broadcast Crystals, Holders and Ovens are specially designed for General Communication Frequencies from 20 Kc. to 25 Mc. Bliley Broadcast Crystals and Ovens are approved by F.C.C. For full information and prices, write for Bulletin G-9.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.


THE PERFORMANCE OF YOUR
IDECO
VERTICAL RADIATOR
is assured by the early pioneering and years of experience which this organization gives you in the engineering and construction of radio broadcasting towers.

Stations now using the new Ideco Radiator report increased field strength and remarkable reduction in fading.

Write for complete data and prices.

• Investigate the advantages of The Schuler Patented Ground Screen, developed by Ideco engineers.

RECENT IDECO VERTICAL RADIATOR INSTALLATIONS

KOA—Denver
KPLC—Abilene, Tex.
KOL—Seattle, Wash.
KRNT—Des Moines
KRLH—Midland, Tex.
KECA—Los Angeles
KFWB—Los Angeles
KEHE—Los Angeles
KSTP—St. Paul, Minn.
KRBC—Paris, Tex.
KOMA—Oklahoma City
WMT—Cedar Rapids, Ia.
WPAR—Parkersburg, W. Va.
WMMN—Monongah, W. Va.
WFBM—Indianapolis
WGPC—Albany, Ga.
WSYR—Syracuse, N.Y.
WBLY—Lima, Ohio
WNOX—Knoxville, Tenn.
WMAQ—Chicago
WCPO—Cincinnati
WDZ—Tuscola, Ill.
WPTF—Raleigh, N. C.
WHIO—Dayton, Ohio
WLBL—Auburndale, Wis.
WCAT—Rapid City, S. D.
WGL—Fort Wayne, Ind.
WPDH—Richmond, Ind.
WFLA—Clearwater, Fla.
WGH—Newport News, Va.

THE INTERNATIONAL
DERRICK & EQUIPMENT CO.
DIVISION OF INTERNATIONAL-STACEY CORP
COLUMBUS, OHIO

Little Apples

LAST SUMMER when this season's apples were green, Frank Corlett of Tonasket, Wash., climbed one of his trees and with a pin punched the names of *Barn Dance* artists in as many apples. The day before Thanksgiving, WLS Program Director Harold Stafford received the monogrammed apples and the *Barn Dance* stars voted Corlett their favorite fan. Skyland Scotty's got lost in the harvesting, but Lulu Belle let him have a bite of hers.

Sales Price Ten Times the Net Return For Stations Is Urged Before the FCC

SUGGESTION that the FCC use as a yardstick in determining the fair and equitable sales price of broadcast stations a figure representing ten times the average annual net return, was made to that agency Dec. 9 in a memorandum filed by Ben S. Fisher and Charles V. Wayland at the Commission's request.

The brief was requested following an oral argument Nov. 18 at which Mr. Fisher argued in favor of the sale of KOOS, Marshfield, Ore., to Sheldon Sackett, publisher of the *Marshfield Coos Bay Times* for $14,000, when the examiner found that the station had only an estimated $5,000 replacement value. Mr. Fisher was asked to submit a memorandum on elements which should be considered in transfer cases.

A Hazardous Business

After reciting a number of factors, both tangible and intangible, which should be taken into account, the attorneys said that a return of 10% was a reasonable one, and that if, for example, a station makes a return of $10,000, the fair sales price should be $100,000. The Commission itself must have concurred in such a view, it was added, because it was apparent in its determination of both the KNX and KMPC sales in Los Angeles.

While a 10% return is admittedly higher than the 5% or 6% current in the utility fields, the lawyers contended that in a fast growing and "somewhat hazardous enterprise" such as broadcasting, a larger return should be available and recognized. Moreover, they added that broadcasting is not a public utility and the public is not compelled to pay rates of any kind.

The lawyers opened the memorandum with the premise that it is unjust, with possibly one exception, for any particular element to be singled out and a determination of fair and equitable price be based upon it. The exception was improvement to the public service.

In discussing tangible assets that should be considered, the memorandum contended the original cost value of stations, and not the replacement or depreciated value, be the determinating factor, on the ground that the vendor is entitled to a return on sums originally expended. In this were included actual sums put into physical equipment, including transmitter, antenna, buildings, land studios acoustical treatment, furniture and fixtures, phonograph and transcription records and any other physical assets.

Also in the tangible group were placed money spent for program building, employment and other expenses incurred during years of adversity, which they held should be repaid in the amount of all sums invested. Stations which have operated at a loss should be compensated in full in determining sales price. The capital structure of stations, notably those licensed to corporations, should be taken into account, they argued with the capitalization considered in fixing the valuation. Promotional and developmental expenditures, including legal and engineering expenses, were mentioned as added factors.

In the intangible group, they emphasized that the return on the investment of a station should be considered in any attempt to fix a fair sales value. The "expectancy" of license renewal, based on service during the preceding six months, is a legitimate one, they held. If an applicant has operated in the public interest "his facilities cannot be taken away from him without having a proper hearing and without having it shown that he is not operating the station in the public interest, convenience and necessity," they said.

Another intangible factor is evidence showing the general valuation placed on the station by other prospective purchasers. Improvement in public service by the prospective purchaser likewise was described as a most important factor. "It might appear in some instances," they said, "that an exhorbitant sum is being placed as a value upon the station, but if the vendee can show that decided improvement to the public service will result from his ownership, then the transfer would be in the public interest."

In conclusion, the attorneys said three lines of thought had developed on the FCC's authority in considering transfers: (1) That a station is only worth the actual value of its equipment; (2) that the FCC has no right to question the amount involved in either assignment or transfer of control on the ground that its authority ends under the law when it ascertains that the proposed purchaser has shown that he is qualified to own and operate the facility in the public interest and (3) that the item of consideration does have a place in the price, but based upon various elements which together constitute "a fair and equitable valuation of the station's worth." They said they subscribed to the third theory.

M-G-M Makes Changes

WITH Ed Gardner being ma producer-director of the M-G- Maxwell House program an George Jessel, radio and motion p ture director added to the staff in an advisory capacity under supervision of Louis K. Sidney, M-G-M executive in charge of radio, the format of *Good News of 1938* on NBC-Red, Thursdays, 9-10 p. m., is gradually being revised. The motion picture preview of the week show has been shortened to minutes and other bits are bei tightened up. Frank Whitbec M-G-M advertising executive, scheduled to join as commentator He is to give news and announcements on forthcoming M-G-M productions. Also added to the staff is Mort Harris, program manager of WHN, New York, on leave of absence. He has been made script supervisor, working with Sam Moore, writer. Edward Miller, NBC New York technician, has been brought to Hollywood as contr engineer on the show. He replac Harry Spears, who returned to his former post as CBS Hollywood audio supervisor.

New Warner Facilities

WARNER Bros. First National Studios has converted Stage 9 on its Burbank, Cal., lot into a broa casting studio for *Your Hollywo Parade* which started on the NB Red network Dec. 8 under sponsorship of American Tobacco (Lucky Strike cigarettes). The stage was remodeled at a cost of more than $10,000 and serves both rehearsals and broadcasts. Conversion includes installati a control room and 500 seats spectators.

McCall Forms Agency

CHESTER H. McCALL Co., new advertising agency, has been formed in New York by Mr. McCall, formerly executive vice-president of U. S. Adv. Corp., New York. Offices are at 1775 Broadway. Other officers are Vincent J. Galbo, vice-president, and Leo J. Paulin, secretary-treasurer. Both were formerly with U. S., which recently merged with O'Dea, Sheldon & Co., New York, to be O'Dea, Sheldon & Canaday.

DATE for KTSM, El Paso, t come an NBC outlet has been moved up from April to January, as worl on connecting the station to the network is progressing much more rapidly than was originally anticipated

WTAR

VIRGINIA'S OLDEST BROADCASTER

NORFOLK - VIRGINIA

National Representative - EDWARD PETRY & CO.

MAY WE TALK ABOUT

CIRCULATION!

A radio-listening circulation is difficult to prove at best, but...

One KEX program brought 6501 replies*
*for details write KEX

There's none more powerful in the Northwest . . . than The Oregonian Station—

KEX

5000 WATTS ☆ 1180 KILOCYCLES

PORTLAND, OREGON

☆

Represented by

Edward Petry & Co., Inc.

NEW YORK • DETROIT

CHICAGO • SAN FRANCISCO

☆

1ST IN LOCAL ACCOUNTS IN CHICAGO

WGES

XUM

Congress Lays Aside Inquiry While McNinch Revamps FCC

Radio Legislation Is Sidetracked by Special Session; Regular Session in January May Be Different

THE SPECIAL session of the 75th Congress will end next week, probably Dec. 22, with absolutely no action being taken on any of the 50 pending bills and resolutions which affect the radio industry. Some of these, however, are slated for serious consideration early in the regular session which begins Jan. 3.

Demands for an investigation of the FCC, which were in such evidence when Congress adjourned last summer, have not been heard during the special session and if ever an FCC chairman had a free hand to make and carry out policies, Frank McNinch has one. It is evident that both the President and leaders in Congress are confident Chairman McNinch will do the job laid out for him.

Rep. Bacon (R-N. Y.) introduced in the House Dec. 1 a companion resolution (HR-365) to the White Resolution (SR-149) in the Senate calling for a broad investigation of radio by the House Interstate & Foreign Commerce Committee.

Like Senator White (R-Me.), Rep. Bacon has long taken an interest in radio, having been a member of the House Interstate & Foreign Commerce subcommittee which drafted the original radio act. On this subcommittee were Senator White and Commissioner Ervin L. Davis, of the Federal Trade Commission, a former member of the House from Tennessee.

Merely a Study

Questioned concerning his resolution, Rep. Bacon told BROADCASTING he did not propose a "smelling committee," as some had suggested, but agreed with Senator White there was a need for an extensive study by Congress with the view of perfecting the statute.

"It has been a long time since our laws dealing with communications have been changed and I think in the end Mr. McNinch will want this resolution passed," Mr. Bacon asserted. He said that before introducing his resolution he had conferred with Senator White.

"It is my opinion that if a Senate committee is going to make the investigation proposed by Senator White then a House committee should conduct a simultaneous investigation," Mr. Bacon stated, saying it might be desirable to make a joint investigation.

Asked what chance he thought there was of the House adopting his resolution, he said he doubted if a Republican member could get any kind of resolution adopted.

The Bacon resolution was referred to the House Rules Committee where it is likely to remain some time. Typical of the Democratic reaction to the Bacon proposal was this statement by Rep. Bayard Clark (D-N. Y.) and member of the Rules Committee:

"If there is anything wrong with the FCC I believe if you will give Frank McNinch time he will fix it."

Rep. McFarlane (D-Tex.) let go another blast at Chairman McNinch for not being specific in answering a previous communication protesting against the action of Commission in refusing to allow Commissioner Payne to sit in the Segal-Smith case. Mr. McNinch refused to enter into a discussion with the Texan on the grounds that the matter in question involved a judicial proceeding. McFarlane's attack attracted little if any attention in the House.

One of the first bills affecting the radio industry which is likely to receive attention on Capitol Hill during the regular session is the food and drug measure. The bill has already passed the Senate and the subcommittee of the House Interstate & Foreign Commerce committee, headed by Chairman Lea (D-Cal.) will have its report ready for the full committee soon after the first of the year, it was stated. Senator Copeland (D-N. Y.), who piloted the bill through the Senate, said he was confident from information he had received that the House would act on the measure during the regular session. He does not feel there will be any great difficulty in adjusting differences between the Senate and the House on the bill and it will be written into law next year. He has offered a bill in the Senate designed to protect the public against elixir preparations which he hopes to have included in the main food and drug bill.

'First Lady of Radio'

VAUGHN DE LEATH, radio singer who has used the title, "First Lady of Radio" since 1932, is seeking to prevent Kate Smith from use of the title on her current General Foods show. Miss Smith was so described in several recent broadcasts, but plans to do so on her broadcast of Dec. 9, when Mrs. Roosevelt was her guest, were dropped. Action of Miss deLeath, through Attorney Reuben Caidin, is directed against Kate Smith, Ted Collins, CBS, and Columbia Artists Bureau. Miss de Leath is represented by NBC Artists Service. Injunction hearing was held in New York County Supreme Court on Dec. 13.

NORGE REFRIGERATOR Co., Detroit, will make definite decision by Jan. 15 whether to go on with a coast-to-coast half hour network show starting in April. Decision will be based on trend of household appliance sales for the next month. Cramer-Krasselt Co., Milwaukee, is the agency.

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
KSTP
MINNEAPOLIS
SAINT PAUL

TEXAS HI-JINKS — At left is Martin Campbell, manager of WFAA, Dallas, who shows off his day's catch down near Monterrey in Old Mexico last month. At right Harold Hough, Manager of WBAP, Fort Worth. It was their annual off-season fishing trip to Mexico, and with them went Ed Zimmerman, KARK, Little Rock, and Bob Calen, WBAP announcer, whose pictures didn't "jell."

KSO, Des Moines, fed MBS and a special 104-station hookup the hour broadcast of Rev. Charles E. Fuller's *Old Fashioned Revival Hour* Dec. 5.

. . . Serving an area with the highest income in Wisconsin outside of Milwaukee. Write or wire for details.

FULL TIME CBS STATION

JAMES A. WAGNER
Managing-Director

WTAQ
GREEN BAY • WISCONSIN

RADIO OUTLINE MAPS of the UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1937, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

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Broadcast Advertising

National Press Building
Washington, D. C.

Don't Forget the Youngsters!

• Now, with Christmas coming on . . . or any other time . . . don't forget the youngsters. They're important customers . . . if not already, they soon will be! Youngsters are not forgotten on W O W—either as listeners or artists. W O W's weekly Playhouse is now in its tenth year with a cast composed entirely of children.

JOHN GILLIN, Jr., Mgr.

Owned and Operated by the Woodmen of the World Life Insurance Society

JOHN BLAIR CO., Representatives

WOW
Omaha, Nebraska
590 KC 5,000 Watts

ON THE N. B. C. RED NETWORK

Basic Provisions of North American Pact

Allocations Made At Conference In Havana

(*Continued from page 9*)

and to reassign them to any or all of the other interested countries.

Classes of Stations and Use of The Several Classes of Channels

1. *Classes of stations* — Broadcast stations are divided into four principal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. *Definitions of classes*—The four classes of broadcast stations are defined as follows:

Class I: A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

Class I-A: A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

Class I-B: A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1800 miles and less than 2800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennae or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicality of installation of directional antennae or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance less than 1800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennae or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

Class II: A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw. or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

Class III: A station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

Class III-A: A Class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

Class III-B: A Class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth:

Class IV: A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference in accord with the engineering standards hereinafter set forth.

3. *Change of class*—If a station or stations in Class III-B located in any country can, through the use of directional antennae or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. *Use of clear channels:*

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any class I-A station, no other country shall assign any Class II station to that channel for nighttime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. *Use of regional channels:*

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special consideration will be given to the use by Cuba, the Dominican Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. *Use of local channels*—Only Class IV stations shall be assigned to local channels.

Service and Interference

1. *Satisfactory signal*—It is recognized that, in the absence of interference from other stations and in regions where the natural electrical noise level is not abnormally high, a signal of 100 microvolts per meter constitutes a usable signal in rural and sparsely settled areas but that, because of the higher electrical noise levels in more thickly populated communities, greater field intensities (ranging as high as 25 millivolts or more in cities) are necessary to render satisfactory service. It is further recognized that it is not possible to accord protection to stations from objectionable interference over the entire areas over which their signals are or may be above the electrical noise level, particularly at night, and that it is necessary to specify boundaries or contours at or within which stations are protected from objectionable interference from other stations.

* * *

Notification and Effect Thereof

1. *Initial notification*—Each Government shall, as soon as possible after ratification of this Agreement, and in any event not later than 180 days prior to the effective date thereof, transmit to the other Governments:

(a) A complete list of all broadcast stations actually in operation in its country in the standard broadcast band both as of the date of the signing of this Agreement and as of the date of transmitting said list, showing with respect to each station its call signal, location, frequency, power, and antenna characteristics together with all changes authorized to be made with respect to said stations on or before the effective date of this Agreement, and the classification claimed for each such station.

(b) A complete list of all changes authorized to be made with respect to said stations after the effective date of this Agreement, the dates on or before which such changes are to be consummated, and the classification claimed for each such station under this Agreement when the proposed change has been consummated.

(c) A complete list of all new broadcast stations authorized but not yet in operation, showing with respect to each such station its call signal, location, frequency, power and antenna characteristics, the date and or before which each such station shall commence operation, and the classification claimed for it under this Agreement.

(d) The Governments agree that prior to the effective date of this Agreement, they will, so far as possible, resolve all conflicts that may arise between them as a result of the foregoing initial listings, and that, notwithstanding some such conflicts may remain unresolved, they will cooperate to the end that there be no delay in putting the provisions of this Agreement into full force and effect on that date.

(e) In resolving conflicts in the use of clear channels, and in the listing of Class I and Class II stations, the provisions of this Agreement and particularly of Appendix I shall be controlling. In resolving conflicts in the use of regional and local channels, and in the listing of Class III and Class IV stations, priority of use shall be recognized in each country with respect to stations which at the time of signing of this Agreement are in actual operation, which in substance conform to the definitions of said classes as set forth in this Agreement, and with respect to which no substantial change is made or proposed; a change of frequency in order to conform to the designation of channels in this Agreement shall not be deemed a substantial change.

2. *Subsequent notifications* — After the effective date of this Agreement and throughout the period during which it shall remain in effect, each Government shall promptly notify the other Governments by registered letter of all further changes in existing broadcast stations and of all further new broadcast stations, together with similar information with regard to each such change or new station, and the proposed date on which each such change is to go into effect and on which each such new station is to actually commence operation.

3. *Effect of notification*—Each government may, within 30 days of receiving notification of any proposed change in the assignment of an existing station or of the authorization of a new station in another country, notify the Government of the latter country of any objection it may have thereto under the terms of this Agreement.

4. *Conflict between notifications*—To be valid, notifications of changes in the assignments of existing stations, or of authorizations of new stations must be such that the assignments proposed therein are in accordance with this Agreement and are such as not to involve objectionable interference to existing stations in other countries, assigned and operating in accordance with this Agreement. As between two or more notifications of changes or authorizations of new stations proceeding from different countries, after the effective date of this Agreement, priority in the date of mailing of notification shall govern.

5. *Cessation of effect*—(a) A notification of a proposed change in the assignment of an existing station or

KIUL
BROADCASTING
WHO-IOWA PLUS

YOUNGER — And younger grow the men in radio and prouder and prouder are the stations. WKZO, Kalamazoo, Mich., is bragging about its Bobby Hopkins who at 11 writes and produces *Krimko Komics*, a Saturday morning dramatization of the funnies. KIUL, Garden City, Kans., tells of Chester Fouquet (left) aged 19 and Dallas Stallard, aged 18, veteran newscasters. KIUN, Pecos, Tex., claims a "youngest" in its Dick Jay, 18, formerly of KFJZ, and now commentator at KIUN.

of an authorization of a new station shall cease to have any force and effect if, within one year of the date thereof such change shall not have been actually consummated or such new station shall not have actually commenced continuous operation.

(b) In special cases in which circumstances beyond the control of the Administration concerned have prevented the completion of the change or the construction of the new station, the term of the original notification may be extended for a period of six months.

6. *Berne Bureau* — The foregoing notifications shall be made independently of and in addition to those which, under current practice, are sent to the Bureau of the International Telecommunications Union.

Arbitration

In case of disagreement between two or more contracting Governments concerning the execution of this Agreement the dispute, if it is not settled through diplomatic channels, shall be submitted to arbitration at the request of one of the Governments in disagreement. Unless the parties in disagreement agree to adopt a procedure already established by treaties concluded between them for the settlement of international disputes, the procedure shall be that provided for in Article 15 of the International Telecommunications Convention of Madrid, 1932.

Ratification, Execution and Denunciation

1. *Ratification*—To be valid this Agreement must be ratified by Canada, Cuba, Mexico and the United States of America.

If and when three of said four countries shall have ratified and the fourth shall, through unavoidable circumstances, have been unable to ratify but shall have signified to those countries that have ratified its readiness, pending ratification and as an administrative measure, to put the provisions of this Agreement (including the contents of Appendix I) into effect in whole or in part, then such country, together with those countries which shall have ratified, may, by administrative agreement between them, fix a definite date on which they shall give effect to such provisions, which date shall preferably be one year from the date of such administrative agreement.

ON ICE — Is the program for Canadian fans who listen to Stan Francis, special events announcer, interview hockey fans every Saturday night for CBC at Toronto in a series sponsored by Imperial Oil Ltd.

The ratification must be deposited, as soon as possible, through diplomatic channels, in the archives of the Government of Cuba. This same Government shall, through diplomatic channels, notify the other signatory Governments of the ratifications as soon as they are received.

2. *Effect of ratification*—This Agreement shall be valid only as between such countries as shall have ratified it.

3. *Execution*—The contracting Governments undertake to apply the provisions of this Agreement, and to take the steps necessary to enforce said provisions upon the private operating agencies recognized or authorized by them to establish and operate broadcast stations within their respective countries.

4. *Denunciation*—Each contracting Government shall have the right to denounce this Agreement by a notification addressed through diplomatic channels, to the Government of Cuba, and announced by that Government, through diplomatic channels, to all the other contracting Governments. This denunciation shall take effect at the expiration of the period of one year from the date on which the notification was received by the Government of Cuba. This effect shall apply only to the author of the denunciation. This Agreement shall remain in force for the other contracting Governments but only as between such Governments.

Effective Date and Term of the Agreement

2. Except for the provisions of Section 1 of Part III, Section 1 of Part V, and paragraph 3 of Table VI of Appendix I annexed hereto (which provisions shall go into effect immediately upon this Agreement becoming valid), this Agreement shall become effective one year after the date it shall have been ratified by the fourth of those Governments whose ratification is requisite to the validity of this Agreement. The Governments will cooperate to the end that, whenever possible, the provisions of this Agreement shall be carried out in advance of said effective date.

2. This Agreement shall remain in effect for a period of five years after said effective date.

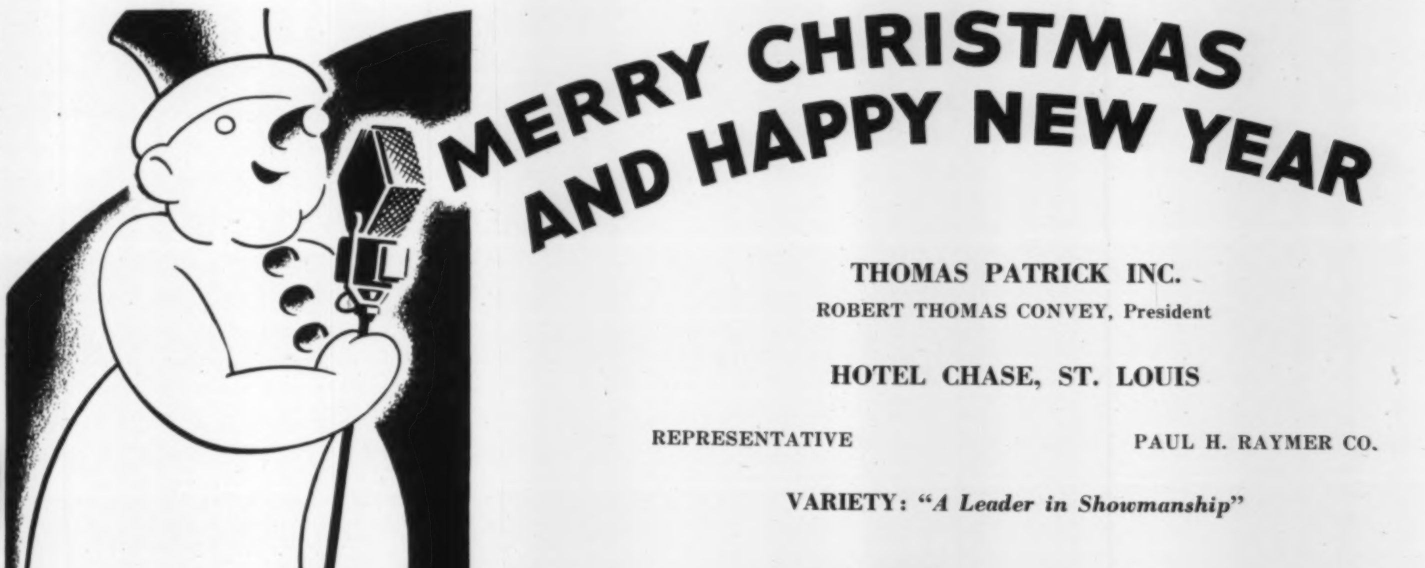
WHAI are the call letters assigned for the new station at Greenfield, Mass., which the FCC recently authorized for construction to operate with 250 watts daytime on 1210 kc. Licensee will be John W. Haigis, local banker, state legislator and in 1936 Republican candidate for Governor of Massachusetts.

CBC-BBC Exchange

GEORGE TAGGART, manager of the Toronto region for the CBC, sails on Dec. 26 on the *Normandie* for a six month connection with BBC with headquarters in London. This is a part of an exchange arranged between the CBC and the BBC, Laurence Gilliam of BBC having been in Canada for the past two months. Gilliam is top production man of the BBC having put on such special events as the Coronation broadcast, and in Canada is putting on similar big special events broadcasts as this year's Christmas Day program. George Taggart will study European broadcasting conditions while with the BBC, and Laurence Gilliam intends to spend a month in New York in the spring at the close of his exchange time. Peter Aylen, formerly of CRCW and direct from CBO, takes over at Toronto in the absence of George Taggart. Aylen has been with the CBC and its predecessor for the last three years.

Diesel Training Talks

CHICAGO INSTITUTE OF Diesel Engineering, Chicago (Diesel training), has started five-minute talks called *Your Friendly Advisor* on six stations, with others to be added throughout the country. Following is the complete schedule: CKLW, Windsor-Detroit, daily except Sunday; WWJ, Detroit, twice weekly; WJR, Detroit, twice weekly; WTAM, Cleveland, Sundays only; WKBW, Buffalo, twice weekly; WSYR, Syracuse, twice weekly. Agency is Brace Beemer Inc., Detroit.


MERRY CHRISTMAS AND HAPPY NEW YEAR
KWK

THOMAS PATRICK INC.
ROBERT THOMAS CONVEY, President

HOTEL CHASE, ST. LOUIS

REPRESENTATIVE PAUL H. RAYMER CO.

VARIETY: "*A Leader in Showmanship*"

XUM

Aunt Jemima Settles

SUIT of Tess Gardella, the original "Aunt Jemima", against General Foods Corp. and NBC, has been settled out of court for an unnamed sum. Claiming that she had sole right to use of the name Aunt Jemima, Miss Gardella started suit about two years ago for $200,000 damages, when another actress appeared in the role for Log Cabin products.

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Lieut. Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

RMA Convention

THE Radio Manufacturers Association will hold its annual convention in Chicago June 7-8 at the Stevens Hotel. The National Radio Parts Show again will be held in conjunction with the convention from June 8-11.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Local radio station serving market of a half million needs first class salesman; right man will eventually be sales manager. State experience, etc. All replies confidential. Box 835, BROADCASTING.

Account Executive

Specializing in Radio is offered an exceptionally attractive proposition by a fully recognized, general Chicago agency. This man must be capable of assuming full charge of Radio Department. Immediate business is essential for consideration. Write fully and in strict confidence. Our staff is advised. Box 839, BROADCASTING.

Midwestern network station with responsive audience in city of 175,000, only station trading area 300,000, desires an aggressive persistent salesman with radio sales background. Agency trained radio executives will assist with ideas, contacts, closing. Right-priced programs, spots and talent participations. Continuity, promotion and collections furnished by station. Guaranteed drawing account against commissions. Box 838, BROADCASTING.

Situations Wanted

Program Director, Eastern 250 watter, desires change, anywhere. Excellent announcer. Young. References. Box 837, BROADCASTING.

Announcer, radio operator, experienced, desires position with progressive station. Prefer South of Middle West. Box 845, BROADCASTING.

Inexperienced operator. First class radiotelephone and second class radiotelegraph license. Practical electrician. Box 819, BROADCASTING.

Engineer, RCA Graduate. Have first class telephone license laboratory experience. Willing to start work for small but progressive station at nominal salary. Best of references. Box 847, BROADCASTING.

Broadcast engineer, both licenses. 3 years experience including transradio and chief engineer. Can supervise, maintain and operate. Best reference. Box 843, BROADCASTING.

Attention radio station owners. One of America's leading radio broadcasting men will manage your radio station and bring you profits. A personal interview will absolutely convince you of this statement. Box 828, BROADCASTING.

Young radio director of midwest agency, seven years in radio (temporarily doing ad research Columbia University at night), anxious for connection with agency or station. Ideas, production, announcing. New York vicinity only. Box 841, BROADCASTING.

Available January 1 as station or commercial manager. Seven years experience with major and small stations. Thorough knowledge of all station operations. References. Will locate anywhere if opportunity interesting and permanent. Box 842, BROADCASTING.

Situations Wanted (Con'td.)

Production-program director; excellent announcer, continuity writer. Prefer small midwest station. Box 834, BROADCASTING.

Engineer ten years active experience, operator, engineer and chief engineer two stations wants position with future. Experience covers construction, installation three stations including one 5 kw. directional antenna. Dependable, good character, family, excellent references. Box 844, BROADCASTING.

NBC Announcer now employed, seeks new connection. Twenty-six years old and college graduate. Exceptionally broad experience in all phases of broadcasting; announcing, production, writing, news editing, commentaries, etc. Best employer and agency references. Available at once. Box 840, BROADCASTING.

Available, as a team, on two weeks notice, station manager, five years network and local experience and program director, five years experience programming and promotion. Best references. If your station needs the stimulation of well-grounded experience and ideas and is located in an acceptably thriving trade area, here it is! Box 836, BROADCASTING.

Frankly inexperienced, but eager to break into radio, will go anywhere, do anything, ask only a subsistence wage. Am 22, robust and willing; have had two years at University of Minnesota; have had good scholastic and athletic record. Now in East. Address Box 846, BROADCASTING.

For Sale—Equipment

Good opportunity with investment operating good local station. Box 833, BROADCASTING.

Presto Model "D" Recorder. Complete. Like new. Bargain. Box 832 BROADCASTING.

1 RCA type 100 w Broadcast transmitter, output 100 watts. Complete with spare tubes. Transmitter meets FCC requirements. Wire or write Radio Station WRDW, Augusta, Georgia.

Wanted to Buy

Three used transmitters, one to five kw. Box 830, BROADCASTING.

Will buy or lease station. All replies confidential. Box 831, BROADCASTING.

Wanted to buy part interest in station with privilege to work as program manager. Fifteen years experience. Box 829, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Write or Telephone for
A SQUARE DEAL IN MEASUREMENTS
- 24 Hour Service
- Broadcast Frequency Measurements guaranteed accurate within ¼ cycle
- All latest type General Radio equipment mounted on floating concrete base
- Primary and Secondary Standards
- Accurate 365 days each year
- You don't have to sign contracts to do business with us

DONNELLEY MONITORING SERVICE
Phone Lake Bluff 546
Donnelley & Sheridan Rds. Lake Bluff, Ill.

XUM

Canadian License Receipts Swelling

Figure Was Expected to Be Over 1,000,000 This Month

By JAMES MONTAGNES

MORE radio listeners will be licensed in the Dominion at the end of the fiscal year, March 31, 1938, than ever before, present $2 license fee collections showing that some 1,125,000 licenses will have been issued by that date, as against 1,038,500 on March 31, 1937. In the larger cities collections are practically up to the total of the entire last year, at the end of a half-year. Latest figures give 865,272 licenses sold by Sept. 30.

The Government's radio division of the Department of Transport is now waging its annual cleanup campaign, and this year is going after the country districts where license collection has not been well organized in the past. The cities can be cleaned up any time, it is felt, and radio inspectors will work both in the cities and in the country from now till March 31, with two weeks off for the Christmas season, sending a summons to everyone found without this year's radio license. The summons means a court appearance, a fine of $5 and costs or more, and purchase of a license.

A Few Evaders

It is generally conceded in Canada that the number of licenses sold does not account for all the radios in the country, but a reliable authority closely connected with the issuance of licenses states that 75% of all owners of radios have a license. The 25% is made up of people on relief, the majority of whom have radios and who are exempt; indigents, on the border line of relief, who are not pressed for a $2 license, and a small percentage of people who either live too far from the beaten path or are chronic evaders.

This 25% estimate is also backed up by persons contacted in the various fields of the broadcasting industry. The figure is not 25% of all the radios in Canada, for an owner can, under his license, operate as many radios as he likes in his home and have a radio in each of his cars. While a figure of 1,400,000 thus is a fair approximation of the number of receivers which could be licensed in the Dominion, it is not an accurate figure as to how many receivers are operating. A conservative estimate is considered as 1,500,000 receivers in operation, with 90% working under license or official license exemption.

Uses 8 Local Outlets

DOWNTOWN Business Men's Assn., Los Angeles, to stimulate Christmas shopping and also to counteract the present strike of department store delivery service, is sponsoring a series of daily five-minute and quarter-hour live talent musical and novelty programs on eight Los Angeles county stations. This is being supplemented by daily one-minute transcribed announcements. Stations are KNX, KHJ, KEHE, KFAC, KFWB, KFOX, KIEV, KMPC. Agency is Jefferson K. Wood, Los Angeles.

RADIO VIEWPOINT—At the Dec. 2 meeting of Associated Motion Picture Advertisers in New York, W. B. Lewis, CBS vice-president in charge of programs was principal speaker. At table (l to r) are L. W. Lowman, CBS v-p in charge of operations; M. R. Runyon CBS v-p; Mr. Lewis (at microphone); Oliver Wakefield, comedian; Ralph Rolan, AMPA president; Guy Lombardo, dance orchestra director.

MOVIES HAVE NOTHING TO FEAR

Radio Serving as Fertile Field for Experiments Of Benefit to Films, Says Lewis

THE movie industry has nothing to fear from radio, W. B. Lewis, CBS vice-president in charge of programs, told the Associated Motion Picture Advertisers at their luncheon meeting in New York on Dec. 2. Despite the complaints of some exhibitors, he said, "there is only one thing that can keep able-bodied people away from the movies—or away from the radio—and that is a bad program."

Citing the increased attendance at sporting events due to interest aroused by broadcasts, Mr. Lewis continued: "There has been a greater use of Hollywood talent on radio programs during the past year than ever before in the history of broadcasting. And there has been greater activity on the part of box-office cashiers during this same 12 months than ever before in the history of moving pictures. As long as people like variety in their entertainment (and they always will) and as long as people like to share excitement and pleasure together (and they always will) there will be no danger of radio—or television — supplanting your products [motion pictures] in the hearts of our citizens."

Mutual Advantages

Pointing out that an interchange of talent has proven advantageous to both movies and radio, Lewis said that radio can experiment with new talent and new forms of entertainment on which Hollywood cannot afford to take chances. Taking the single example of serious music, which used to be considered "highbrow" and therefore "untouchable", he said that a few years ago such names as Lilly Pons, Grace Moore, Leopold Stokowski and others would not have had "a Chinaman's chance" to break into the movies, whereas today they are invited out and given contracts, all because radio experimented and proved that the public likes serious as well as light music.

"Hollywood," he said, "must have some tangible evidence of what the public wants before it takes on the expense of a film production. Radio still has the facilities for experimentation. But we are also faced with conditions under which we cannot afford to take chances in what we offer to our audiences. We have commercial sponsors, spending thousands of dollars weekly to attract large nation-wide audiences; men who cannot afford to experiment with the unknown and untried. When it comes to airing a big program at big cost for a sponsor, we are in the same position as your producers. We must use established names. That is where cooperation is most needed in the relationship of radio and movies, insofar as it concerns us."

New Durkee Show

DURKEE FAMOUS FOODS Inc., Berkeley, Cal. (mayonnaise and salad dressing), a consistent user of radio time, on Dec. 26 will replace its current twice weekly quarter-hour *Good Afternoon Neighbor* program on 8 CBS Pacific stations with a new dramatic show titled *My Secret Ambition.* It will be heard Sundays, 7:30-8 p. m. (PST) on KNX, KSFO, KOIN and KOY. First program will originate from Hollywood and on Jan. 2 switches to San Francisco where it will emanate from the KSFO studios. Listeners to the serial will be invited to submit letters on their "secret ambition" which will be judged for prizes. Best letters will be dramatized. Agency is Botsford, Constantine & Gardner, San Francisco.

Results COUNT MOST

WJNO
Palm Beach, Fla.
The Show-Case Station of the Nation

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • CHICAGO
DETROIT • SAN FRANCISCO

TWICE AS HIGH?--- I'LL BUY IT!

Common sense or horse sense, you shouldn't get away from the potent truth that a service is worth just what you pay for it when it gets results. Maybe that's why you and dozens of other hard-boiled buyers of radio consistently pick KMBC in Kansas City. It's no secret that KMBC is the highest priced radio station in the Kansas City area, but a glance at our commercial schedule, and the results for advertisers, seem to say the price is right. And there's one simple reason why KMBC is worth the price: SUPERIORITY on every count—showmanship, programming, modern merchandising, and all the rest.

If you're figures-minded, we'll show you audience studies on not one, but all programs on the air in Kansas City, with a big enough sample of the audience to kick the teeth out of idle claims. We'll enjoy showing you how well listeners in the country's eighth richest market heed this sage advice: "To keep in touch with the times, keep tuned to KMBC."

KMBC
OF KANSAS CITY
The Program Building and Testing Station

CBS Shifts Breneman

TOM BRENEMAN, CBS Hollywood producer and master-of-ceremonies, has been appointed the network's San Francisco production representative and assumes his new duties in that city Dec. 27. He will be headquartered in the new CBS-KSFO studios in the Palace Hotel. Breneman has been associated with CBS for more than two years, coming over from KFRC, San Francisco, where he was manager. First of the Breneman shows in San Francisco will be the weekly half-hour CBS Pacific network dramatic serial *My Secret Ambition*, which starts Dec. 26 under sponsorship of Durkee Famous Foods Inc. First program is to originate from Hollywood and switches to San Francisco for emanation starting Jan. 2.

LEWIS-HOWE Co., St. Louis, Mo. (N-R Tablets), on Dec. 13 started using spot announcements, twice daily, on four Don Lee network stations (KHJ, KFRC, KGB and KDB). Contract is for 52 weeks. Stack-Goble Adv. Agency, Chicago, has account.

USE
WREC
Memphis'
1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT – 5,000 WATTS DAY

Primary Coverage includes
Lawrence
Lowell
Haverhill
Lynn
Melrose
Salem
Nashua
Exeter
Beverly
Peabody
Newburyport
Etc.
•
680 Kilocycles
•
National Rep.
WEED & CO.

1000 NEW WATTS
in the Heart of Industrial New England
•
WLAW inaugurates its service to industrial New England on December 19th. It provides first hand service to 2,336,259 persons in its 30 mile primary area and dedicates itself in public interest, convenience and necessity.
•
WLAW
LAWRENCE, MASS.
Owned and Operated By
Hildreth & Rogers Co., Publishers of
Lawrence Daily Eagle, The Evening Tribune
Essex County's Greatest Newspapers

Havana Requires U. S. Wave Shifts

(Continued from page 11)

alert to the possibilities of radio in its earlier stages, did not have regular assignments, they have exercised what has amounted to a "squatter's right" on wavelengths in the broadcast band, without regard to interference to stations in this country and in Canada. In Mexico, mid-channels or those in between regular frequencies have been employed with consequent serious interference, mainly to clear channel assignments.

Border Interference

One of the most serious of the interference problems has been that of the operation of high-power stations along the Mexican-U. S. border, primarily with American capital, and by former American broadcasters. These stations, totalling about a dozen, use directional antennae and direct their program and sales efforts to America rather than Mexican listeners.

Under the terms of the treaty, such stations would be outlawed. Specific assignments on the Mexican clear channels in the three categories call for location in the interior of the country, and the most populous centers, with the result that the Brinkley, Baker and other so-called "outlaw" stations automatically would terminate their operation or else use low-power assignments. Moreover, the treaty specifies that broadcasting facilities assigned to particular countries shall serve their own nationals rather than those of other nations.

Cuban stations likewise have "squatted" on channels assigned to this country and Canada in recent weeks, with substantial power, causing serious interference.

540 kc. To Canada

In addition to its six Class 1-A assignments, Canada will operate on the 540 kc. channel, which it has used for several years, even though it is outside the broadcast band. A separate administrative agreement as between the United States and Canada, it is understood, will be worked out, under which a station will be operated on the frequency in Saskatchewan, under a directional obligation not to deliver greater than a specified signal at the border and to protect the Pacific coast to a certain extent. Use of this frequency provoked considerable controversy.

Another separate action will be on the part of WLW which will agree not to deliver a nighttime signal at Rochester, New York greater than five times that of an efficient 50,000-watt station would deliver at night. This presumably means it must suppress its signal toward Canada to 250 to 300 kw.

Action of the conference on matters other than the conventional broadcast band, included an Inter-American treaty among 16 nations of the Americas providing for periodic conferences, creation of an Inter-American Radio Office (O. I. R.) of a consultative character which would exchange technical information among the nations parties to it, allocation of frequencies among the nations outside the broadcast band for particular services, and similar matters. In an Inter-American Administrative Agreement, covering the other-than-regular-broadcasting allocations, the band 25,000 to 27,000 kc. was set aside for broadcasting purposes, which includes the so-called "apex" channels.

Libby, McNeill Plans

LIBBY, McNEILL & LIBBY Inc., Chicago (100 foods), has deferred start of *That's My Story*, quarter hour dramas based on *Liberty Magazine* short stories until Jan. 24, with transcribed versions of the program to start on three stations Feb. 7. Show will be aired thrice weekly over three stations of the WLW Line—WLW, WHN and WFIL. Discs, cut by RCA, Chicago, will start at the later date on WLS, Chicago; KNX, Hollywood; KYA, San Francisco. A merchandising tie-up has been made with *Liberty*, the magazine giving publicity to the show in addition to having placards on trucks and signs on newsstands calling attention to the program. Transamerican handled the deal. The Libby agency is J. Walter Thompson Co., Chicago.

KNOW, Austin, Tex., scooped its competitors Dec. 7 when a plane crashed into a house nearby, killing the pilot and a baby who was asleep in the home. Jesse Melinger, Paul Forchheimer and Charles Rider of the KNOW staff broadcast from the scene 30 minutes after the crash.

Two Members of FCC On Bar Meeting Agenda

TWO members of the FCC—Chairman Frank R. McNinch and Commissioner E. O. Sykes—were to address the Federal Communications Bar Association at its annual meeting in Washington Dec. 14.

The session, the second annual meeting of the organization, was to elect Duke M. Patrick, former Radio Commission general counsel, to the presidency, since he is unopposed. He succeeds Louis G. Caldwell, first president, who becomes a member of the Board of Governors.

Other officers slated for election by virtue of their uncontested nominations are Alfred Geiger, Washington counsel for the Independent Telephone Association, first vice-president; Ben S. Fisher, second vice-president; Phillip J. Hennessey, Jr., NBC Washington attorney, secretary, and Herbert Bingham, treasurer. Nominated for three-year terms on the Board of Governors to fill vacancies created with the elevation of Messrs. Fisher and Hennessy, were Mr. Caldwell and Ralph Kimball, Western Union counsel, retiring first vice-president. Mr. Fisher is chairman of the committee on arrangements.

NBC Starts Competition For High School Students

WORKING jointly with *Scholastic*, high school weekly publication, NBC will sponsor a nationwide contest, starting at once for the best 15-minute all-high-school-student produced and planned broadcast. Teachers and radio or dramatic coaches may plan and direct the broadcasts but only students may actually take part in the presentation.

After local eliminations the winning school will be selected in each of the four time zones, with zone winners to take part in grand national finals next May. Prizes will be four velocity microphones, to be awarded on the basis of originality, radio showmanship, human values and entertainment. The series is designed to encourage creative efforts in the symphonic and chamber music fields, as well as dramatic programs.

EDDIE DAVIS and Matt Brooks, Hollywood script writers on the *CBS Texaco Town* with Eddie Cantor programs, are preparing a textbook on broadcasting to be titled *Stand By*.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 *On the dial*
1000 *Watts*
Michigan's No1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO • NEW YORK • KANSAS CITY

Nationwide Wired Radio Is Planned by Warners, After Muzak Acquisition

WARNER BROS., motion picture producers, shortly will launch Muzak Inc., wired radio entertainment service, on a nationwide scale, according to reports current in New York Dec. 13. Preliminary arrangements for the enterprise, it was stated, have been worked out between Harry M. Warner, WB president, and Waddill Catchings, chairman of the North American Co. and head of the Muzak Corp., formerly a subsidiary of Wired Radio Inc., which is a subsidiary of North American.

While it was stated that the final agreement had not been signed, the plans were said to encompass a home service to compete with "space" radio, with the programs entering the homes via power or telephone lines. The original plan was to rent receivers to listeners and offer three or four different program schedules which would be fed simultaneously and continuously, such as classical music, dance music, speech and education. There would be no commercial sponsorship.

Warner Bros. is the parent of Transamerican Broadcasting & Television Corp., which it set up more than a year ago with John Clark as its head. It has engaged in various broadcasting enterprises, particularly in the representation field, but also is seeking new broadcasting stations, and has projected lease and management arrangements. Warner Bros. long has sought to engage in radio on a large scale basis.

Elliott Roosevelt's Plans For Series Unconfirmed

REPORTS that Elliott Roosevelt, son of President Roosevelt and vice-president of Hearst Radio Inc., was to start as a thrice-weekly NBC news commentator under the title *As I See It*, could not be verified at Radio City Dec. 13. Information from Hollywood had indicated that the series of quarter-hour broadcasts would originate in New York for the first week, with others to follow from Fort Worth, where he headquarters.

Mr. Roosevelt, under contract to Irving Fogel Radio Productions, Hollywood, was to meet with NBC executives in Radio City to complete plans for the series, which is to be transcribed for syndication to foreign stations.

MacCracken Back in N. Y.

CHESTER MACCRACKEN, business manager of the radio department, Hollywood office, Benton & Bowles Inc., on Dec. 13 returned to the New York office to take up new duties. He will work with Tom Revere and William Fagin. Mr. MacCracken's work in the Hollywood office will be taken over by William Baker, head of the office; Don Cope, production manager, and Betty Buckler.

SERIES of fortnightly commentaries on United States affairs as they affect Canada has been started on Mutual and CBC networks, originating at WOR, Newark, and featuring Steven Cartwright, Canadian-born editor of *Current History*.

CHRISTMAS CHEER
Stations Broadcast Appeals For the Unfortunate

TWO widely separated stations are using somewhat similar methods in campaigns designed to spread cheer among the unfortunate during the holiday season.

KIRO, Seattle, cooperating with communities of Western Washington, has started a series of programs detailing charity needs of the communities as well as describing work of charity groups. The programs are staged in cooperation with newspaper programs in the communities.

KARK, Little Rock, Ark., started its holiday season with a program Dec. 10 in which the entire announcing staff took part on behalf of the Goodfellows Club. A series of programs running until Christmas offers appeals for toys. The KARK promotion department welcomed Santa Claus at the local airport on behalf of Montgomery Ward & Co.

ON THE LINE—Samuel L. Antonow (lower left), president of Vadsco Sales Corp., signs a contract for a Mutual broadcast using Macfadden *True Story* material. Also seated is S. O. Shapiro, Macfadden circulation manager. Standing (l to r) are Albert Ross, president of the agency bearing his name, and Jack Overall, Mutual eastern sales representative.

Recorded Debate

SOMETHING new in the way of using transcriptions will soon start in West Coast collegiate circles. The College of the Pacific, Stockton, Cal., and the University of Redlands, Redlands, Cal., will hold a debate through the exchange of recordings. The debated question as well as the rebuttal will be exchanged on discs. Both institutions are equipped with Universal professional recording machines manufactured by Universal Microphone Co., Inglewood, Cal.

AMERICAN CIGARETTE & CIGAR Co., (Pall Mall cigarettes) currently sponsoring Dorothy Thompson, commentator, on NBC-Red, Friday, 10:45-11 p. m., will add a Tuesday broadcast on 6 NBC-Blue stations, 7:30-7:45 p. m., with transcription for WWJ, Detroit, on Sundays. Compton Adv. Inc., New York, is agency.

We take a bow

★ Yearly, *"Variety"*, leading national showmanship authority, singles out one of America's 600-odd broadcasting stations for radio's one outstanding award.

For 1937, *"Variety's"* citation reads:

"WXYZ, Detroit, wins the award for program origination (won last year by WLW, Cincinnati) and the merit of that award seems clear. This station has a unique record via Lone Ranger and half a dozen other programs. Its success is conspicuous and undeniable."

On behalf of the sponsors of these programs, and the organization which puts them on the air, we acknowledge this spontaneous burst of sweet applause, step to the footlights and take a modest bow.

Several good, established programs are waiting for you right now. Write!

THE LONE RANGER
Tales of the Old West featuring the mystery character of the Lone Ranger as a Ranger Robin Hood. Three half hour dramas weekly.

THE GREEN HORNET
The original newspaper story centering around a young publisher's efforts to smash racketeers and "lawbreakers within the law". Two half hour dramas weekly.

THE FACTFINDER
Interesting and unusual facts about people, places and things. Featured in an orchestral program with a mixed quartet. Five quarter hour periods weekly.

HOLLYWOOD IMPRESSIONS
An innovation in exploiting feature length first run films: Originating use of the entire Michigan Radio Network webbed with the five Detroit stations. Half hour productions as required.

CHILDREN'S THEATRE OF THE AIR
Musical comedy presentations by boys and girls from age 5 to 14: Broadcast from the stage of the downtown Broadway Capitol deluxe movie house (audience). One hour production each week.

JUNIOR MATINEE
A production with a musical background featuring teen age graduates of WXYZ's dramatic staff. Songs, chatter, music presented in a modern fast moving script routine. Three half hour productions weekly.

King-Trendle Broadcasting Corporation
300 MADISON BLDG. DETROIT

THE PAUL H. RAYMER CO.
New York • Chicago • San Francisco • Detroit

WXYZ · DETROIT
Basic Station N B C Blue Network • Key Station Michigan Radio Network

NAB to Hold 1938 Convention Feb. 14

Washington to Be Site; Plan Offered to Revamp Agency

(*Continued from page 13*)

mittee discussions, it was learned. Members of the committee who participated in the two-day session on the plan with Mr. Loucks were Edwin W. Craig, WSM, author of the reorganization proposal; John Shepard 3d, Yankee Network; Ed Craney, KGIR-KPFA; Edward A. Allen, WLVA, and Mark Ethridge, business manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, as ex-officio member.

In its session, the committee discussed possible nominees for the paid presidency, the secretary-treasurership, and the various directorships. To mention names for any of the posts and more particularly for the paid presidency, would be premature, it was felt. The committee made no mention of such names in its preliminary plan and does not intend to in its final report to be submitted in January.

The proposed schedule of dues, designed to raise the $250,000 fund, was based on a membership of approximately 400 in the NAB and provides sufficient funds to cover estimated cost for the first year.

The dues provision would provide that while the dues are based on the value of gross business done during the previous fiscal year, the members would not be required to divulge their actual receipts, but would simply be required, upon honor, to designate the brackets into which they happen to fall. The scale of dues is as follows:

Annual dues, payable monthly in advance, shall be $120 for a gross volume of business not exceeding $60,000 annually; $180 for a gross of over $60,000 and not more than $120,000; $300 for a gross of over $120,000, but not exceeding $180,000; $420 for $180,000 and $240,000; $600 for $240,000 and $300,000; $1,200 for $300,000 and $360,000; $1,800 for $360,000 and $420,000; $2,400 for $420,000 and $540,000; $3,000 for $540,000 and $660,000; $3,600 for $660,000 and $780,000; $4,800 for $780,000 and $1,020,000, and $54,000 for $1,020,000 and $1,200,000 and $6,000 for a gross volume over $1,200,000.

Since drafting of the proposed schedule of dues, it was found that adjustments were possible which tapered off the classifications all down the line. Counsel Loucks has retained accountants who are making a further analysis and it was indicated that when the final report is submitted next month, the schedule of dues would be changed substantially. Instead of the minimum of $10 per month, there was considerable sentiment on the committee for a $5 per month minimum for stations doing $10,000 a year or less and this probably will be incorporated as the lowest bracket. Consequently, it can be anticipated that the revised schedule will provide for substantially decreased monthly installments.

The comprehensive report describes in detail the proposed duties of each of the full-time officers of the association. The secretary-treasurer, also to be appointed by the board and at such salary as the board should determine, would be in charge of all administrative details and relieve the president of that burden. He would have no discretionary power on policy.

The director of labor relations, the need for which was demonstrated with the development of the demands of the AFM for employment of union musicians and with unionizing activity among other groups in the industry, would, along with the other directors, be responsible to the president. While selection of this man would be left to the board and the president, the committee recommended there be chosen one who has the training and ability to deal with labor problems in the industry, and that greater consideration should be given to his knowledge of the labor movement than to his knowledge of broadcasting.

After reciting the proposed duties and activities of such an individual, the committee suggested the services of the director be made available to any member of the association. When requested, the labor director would visit the city where negotiations were being held and assist any member or members participating in them. The member simply would be required to pay actual expenses of the director.

The director of research would carry out and coordinate all projects that might be evolved by the standing committee on sales and the standing committee on programs. A large number of items were listed as his responsibility.

The director of engineering would be an expert radio engineer who would cooperate with the technical committee of the association and keep abreast of all technical developments within the industry as well as advise with members.

The director of public relations would be a man expert in the fields of industrial promotion and public relations who would have in his charge an experienced librarian to collect, catalog and index literature and data relating to broadcasting. The director himself would have charge of broadcasting promotion as an advertising medium, assist in the preparation of all bulletins and reports, assuming the role of editor, cooperate with the president in the preparation and issuance of official announcements and handle sundry other functions as the fountain-head of industry information.

The director of law would be the legal advisor to the president and also keep abreast of all phases of legal and legislative activity having any bearing whatever upon the broadcasting industry. The educational director would cooperate with the Federal Radio Education Committee created by the Federal Government in 1934 and devote all of his energies to the improvement and advancement of educational broadcasting.

In the sphere of special committees, the Reorganization Committee recommended that the association continue its cooperation with the Joint Committee on Radio Research, made up of representatives of the NAB, ANA and AAAA, in its effort toward development of a yardstick for measuring coverage and audience. It emphasized importance of continuing and expanding the work of this committee, and the new board was urged to give immediate attention to this problem since the Joint Committee now is continuing on a temporary basis, awaiting the outcome of the February meeting.

Immediate creation at the February meeting of a committee on cost accounting to confer with the FCC on this subject, also was recommended. Other recommendations covered creation of committees to study need for the establishment of a credit bureau which would cover agency recognition; an audit committee for the NAB, and a committee to cooperate with the Radio Manufacturers Association.

Copyright Activity

On the mooted subject of copyright, the Reorganization Committee recommended that the Bureau of Copyrights be completely divorced from the association—in line with the recommendation adopted at the recent New York special convention. The Reorganization Committee said it felt the Bureau, which has built a public domain transcription library, can now go forward without further dependence upon the funds of the NAB, some $55,000 already having been expended for its work out of such funds. It recommended that a committee be appointed to give immediate consideration to this matter and with instructions that they be exercised not to impair the progress of the Bureau of Copyrights or diminish its assets in any way. The proposal was that the Bureau issue stock for all the money so far advanced and that the stock be issued to a board of trustees in trust for members.

The recommendation was made that the board assign immediately to the Executive Committee all other copyright matters affecting the industry and that the executive committee be instructed to formulate plans to be followed in meeting the copyright problems of the industry. The executive committee also would be instructed to consider pending state copyright suits as well as the pending government anti-trust suit against ASCAP and take whatever steps necessary to promote the best interests of the industry in connection with them.

CHATTING WITH BETTY LENNOX

She Doesn't Talk Down and She Doesn't Talk Up-- But WGY Commentator Does Get Results

BECAUSE busy housewives of New York state find answers to their questions and get a chance to answer the questions of others during *Household Chats*, the program has become one of the most listened to on WGY, Schenectady. And WGY feels that most of the credit goes to Betty Lennox who for more than two years has chatted with her listeners five afternoons each week. Betty doesn't talk down to her audience. She doesn't talk up. She just chats and when some woman inquires about a forgotten recipe or wants to know how to remove a spot from a valuable fabric, Betty asks all her listeners to help her with the answers.

The results of her kindness and her friendly personality can be found on any of her 10 advertisers' sales charts in plain, joyous facts. Atlantis Sales Corp., Rochester, N. Y., told WGY the other day that its sale of Coleman's Mustard in the Schenectady area had increased 78.4% after it began to participate on *Household Chats*. At present the program has 10 participating sponsors, five of whom are renewals. American Molasses Co., New York, has participated for nine consecutive years. Durkee-Mower, Lynn, Mass., has advertised on the program for five years and the Good Luck Food Co., Rochester, has watched its sales go up for three years because of its participation.

BETTY LENOX

As a follow up and to promote her program, Betty not only answers all of her fan mail personally, but publishes a monthly news letter called "The Listeners' Column" devoted to recipes and personal comments. Although a small fee is charged to cover the publication and mailing, hundreds of her listeners have subscribed to the news letter and local husbands look forward to the good food that results from her household hints.

No small feature of Betty's growing popularity has been her handling of commercial announcements. So cleverly has she tied-in the product and her program material that advertising agencies have asked for permission to adopt similar methods in using their copy.

Education on Air Via Groups Found Successful at WSM

Code Book Lays Down Rules, Assures Acceptable Shows

More and more, radio is trying to improve the character of its educational features. Some stations, like WSM, Nashville, have made rapid strides in educational program productions which not only have attracted the praise of the educational world, but have attracted as well a wide following of regular listeners.

By E. M. KIRBY
WSM, Nashville

NO ONE wants to be 'educated'.

Everyone wants to be entertained.

That's the law of radio, because that's the law of human nature.

And upon such a premise WSM has endeavored in the production of its educational features to think first of listener acceptance, then of the missions of education.

To accomplish this we have found it not enough to offer educational groups time on the air, and let it go at that. Our double responsibility both to them and to our listeners requires that we sit down with them and build shows from the ground up.

We are not intruders; we are welcome helpers.

We do not question that they know more about the data of education than we, nor do they question that we are supposed to know more about radio programming than they.

We meet on common ground, established in the nature of a WSM Code Book of "requirements for educational broadcasting over WSM". The Code is based on several fundamentals: Programs are planned *in a series*; scripts must come in *two weeks in advance* to be analyzed by our production men who have the right to *rebuild* them in *whole* or in *part*, leaving factual matter undisturbed, concerning themselves *only with method of* presentation; and last and equally important, WSM reserves the right to *replace student or faculty talent* (except principal speakers) and such replacements are at our own expense.

Well Cast, Well Written

We do everything humanly possible to avoid replacements. The Code Book is filled with warning signals which if heeded, result, nine times out of ten, in a well cast group producing a well written show. Than this, nothing is nearer to the heart of the problem of educational broadcasting.

For four years, faculty and student groups have come into Nashville from scattered sections of the country to take part in our educational features. They have come from as far North as Bemidji, Minn. (1,100 miles from Nashville); from Commerce, Tex.; from Blue Ridge, Pa.—all to help us enlarge the scope of our educational service.

COMMISSIONED—By the governor as a full fledged captain of the Colorado National Guard, Capt. Ozie Waters, KLZ entertainer, is interviewed by Announcer Brian Elliott concerning a company of six-footers Capt. Waters is organizing for official state occasions.

When they arrive, rehearsals begin immediately on the scripts which we have been preparing to produce for two weeks. We require that the group have *one person* appointed program chief. With this one person, we work shoulder to shoulder in the control room. When changes are necessary they are simultaneously apparent to their program chief as well as to our own. Friction is therefore avoided. Program excellence naturally follows. It is a very simple plan, yet goes a long way toward solving the problem, "what can radio do for education and what can education do for radio?"

We do not, by any means, limit our educational activities to programs involving the use of faculty and student talents. In every case, however, we retain a recognized authority in any chosen field we select for special featuring.

Recognition From Educators

Thus in our *America's Flag Abroad* series, the story of the foreign service, we retained the services of Dr. D. F. Fleming, professor of history at Vanderbilt University and author of several textbooks on the subject. When the objectives of this program were deflected to tell the story of the Good Neighbor Policy with South America, we secured an arrangement with the Pan American Union in Washington, which passed on the authenticity of every script before it was broadcast. Such painstaking care resulted in the voluntary group listening of 1,500 Pan American study clubs throughout the country to every one of the programs.

In the development of our programs for children we seek outstanding pedagogic aid so that we may avoid the pitfalls common to most children's programs which PTA groups and others have long resented. Our efforts were rewarded with recognition from the *English Journal*, published in Chicago and official organ of the Teachers of English in the United States. The editors of this magazine requested recordings of *The Story of the Shield*, program dealing with the heroes of legend and fiction, so that their emotional stimuli might be measured against the stimuli afforded by the 'blood and thunder" type, in an effort to show that objectionable elements of plot and characterization are not at all essential to a rousing program capable of stimulating the interest and imagination of children in a wholesome way.

This season, following favorable expressions from the commissioners of education of some 21 states, WSM will dramatize American history, under the title *The Pageant of America*. While the programs are to be geared in with classroom progress of children between the ages of 12 and 14 years, their highly dramatic character and timeliness is certain to draw a large adult following we feel. Dr. A. L. Crabb, professor of education at Peabody College for Teachers, has been retained to conduct the research for the series.

The Art of Programming

Dub a program "education," we have long known, and it scares away listeners. But give a program based on definite educational material and value, a "presentation" in line with the best practices of the radio art, and that program can successfully compete with any and all comers. It is a mistake to believe that any program, or idea eminating from educational circles is certain to be a dull, stodgy thing. To the contrary we have found there is no better source for radio material than that found in the province of education. After all, to it is given the realm of literature, of history's dramatic story, of breath-taking scientific advances, of new explorations of the human mind and spirit. Capture these things in the radio medium, and we have added new interests, new dimensions to the radio art. Such programming requires proper planning and cooperation all along the line. We have found in the WSM Code the answer to such problems. For whatever value it may be, we are happy to share it with the industry in the columns of BROADCASTING.

USE
WREC
Memphis'
1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

Not How Big — But
How Well It Serves
Loyal Listeners In A
Rich Region
WJTN
PA • JAMESTOWN • N.Y.
JAMESTOWN, N. Y.
N.B.C.

Follow Suit!

You can't go wrong by following the lead of those who have found in WWVA a real playing hand—a hand that wins pots for those advertising chips advertisers sometimes play with some doubt. Here's the WWVA hand that wins consistently for so many—

♥ HEARTS
within the breasts of thousands of friendly listeners who are so very close to their own WWVA!

♠ SPADES
in the hands of an army of Tri-State District miners who are great spenders for necessities and luxuries.

♦ DIAMONDS
that adorn the wealthy in our rich industrial area, who are as devoted to their radio as the lower brackets!

♣ CLUBS
in the hands of capable production men, who pound your message home in an up-and-at-'em style.

IT'S YOUR PLAY!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 Kilocycles

In Washington

Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET
Opposite the White House
Overlooking Lafayette Park

WASHINGTON, D.C.

St. Louis Lamb

KSD, St. Louis, gave all sorts of publicity to KWK, that city, recently when KWK broadcast *Captains of Industry*, one episode of which dramatized the life of Joseph Pulitzer. Pulitzer Publishing Co. publishes the *St. Louis Post Dispatch*, which in turn owns KSD.

Hiram Maxim Memorial

GROUND was broken Dec. 10 for construction of the Hiram Percy Maxim Memorial amateur radio station, W1AW, being erected at West Hartford, Conn., by the American Radio Relay League. It is planned to have it completed and the various items of radio transmitting equipment installed and in operation by early spring. The structure, which will be in the early American brick colonial style of architecture, is being erected in Newington, Hartford suburb, at an isolated point free from electrical disturbances and interference. When completed, five transmitters having the maximum legal power of 1,000 watts, operating with both voice and code on all standard amateur bands, will be installed. The station is to be a memorial to the late Hiram Percy Maxim, the inventor, founder and first president of the League.

NATIONAL advertisers desiring to increase their sales in the responsive Arizona market have shown their preference for KTAR which may be included on either the NBC Red or Blue networks.

1,000 WATTS FULL TIME ★ 620 KILOCYCLES
"Blanketing the Gold Nugget of Western Markets"

KTAR

Representatives—
E. KATZ SPECIAL ADVERTISING AGENCY
New York, Chicago, Detroit, Atlanta, Philadelphia, Kansas City, Dallas
WALTER BIDDICK CO.
Los Angeles, San Francisco, Seattle

TELEVISION—Harry R. Lubcke, Don Lee director of television, holds television camera tube of his own development. Lewis A. Weiss, Don Lee general manager, has announced that some regular Don Lee programs will be televised during 1938 over the organization's visual station W6XAO, which now carries newsreel and other film subjects on short daily schedules.

Ten-Year Commentator

NOW IN its 10th year and its 2500 "edition," the *Newspaper of the Air* on KOIN, Portland, Ore., has been continuously conducted by Art Kirkham, veteran KOIN newscaster. Heard six afternoons each week the program consists of 15 minutes of national and international news, then a 15-minute period of music followed by local news of Portland and the Northwest. When Mr. Kirkham began his program all he had to do was take the late evening editions into the studio and pick his news. Today KOIN carries full INS service and has a large and competent news staff.

Mr. Kirkham

RCA Officials Active

FRANK B. MULLEN, director of information of RCA and former director of agricultural broadcasts of NBC, was guest speaker Dec. 12 at the 12th anniversary of WGY, Schenectady, discussing "Agriculture in Tune." W. A. Winterbottom, vice-president and general manager of RCA Communications, is now in Europe meeting with heads of communications companies. He is accompanied by Frank Wozencraft, RCA general solicitor. They plan to return shortly before Christmas.

•

News
is your best bet
TRANSRADIO

•

Old Radio Sets Gathered For Donation to the Poor

A NATIONWIDE movement to see that no deserving person, ill, blind or poor, shall be without a radio this Christmas, has been launched by *Radio Today*, dealer trade journal, in its December issue. Over WJZ and the NBC-Blue Network Dec. 15, Dr. Orestes H. Caldwell, editor of *Radio Today* and former Federal Radio Commissioner, were to discuss "Why Your Gift Should Be a Radio," urging that broadcast listeners bring their homes up to date with the attractive new sets embodying improved features, while donating their old radios to deserving unfortunates in their communities. Radio men and welfare organizations will cooperate in such distribution.

"No gift can bring greater happiness to the ill, depressed or lonely," comments Dr. Caldwell. "Your old radio probably has a junk value of a dollar or two in cash—but it will represent untold riches in brightening life for some unfortunate. Put it where it will do the most good,—and get for yourself one of the modern new receivers to bring you full enjoyment of the wonderful things on the air."

Eno in Canada

J. C. ENO (Canada) Ltd., (Eno's Fruit Salts), has extended its transcription campaign to Jan. 31 on CKY, CKMO, CJCA, CHSJ, CHNS, CFCF, CKCL. Eno Proprietaries Ltd. (Thermogene Wool) is running a 15-minute transcription campaign on CKY, CKMO, CJCA, CHSJ, CJCB, CHNS, CFCF, CKCO, CFPL, CFCH, CKGB, CJKL, CKCL. Tandy Advertising Agency Ltd., Toronto, handled both accounts.

Langendorf Switch

LANGENDORF United Bakeries Inc., San Francisco (bread and cake), has appointed Young & Rubicam Inc., Hollywood, to direct its radio activities and on Dec. 27 will switch origination of its five weekly quarter-hour Don Lee network program *Phantom Pilot* from KFRC, San Francisco, to KHJ, Los Angeles.

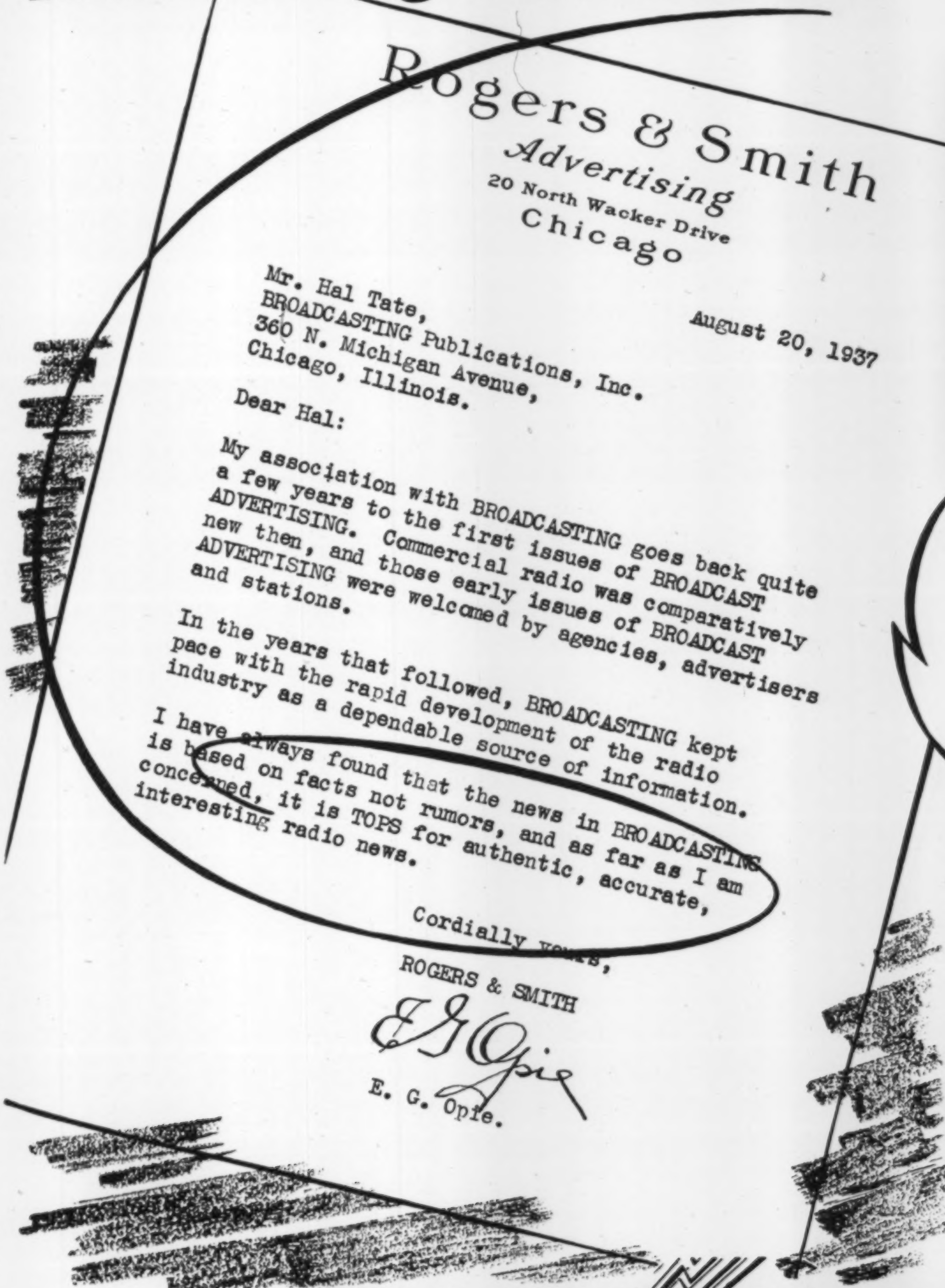
Grease Pit Circuit

WCCO, Minneapolis, is sending entertainers to Twin City Chevrolet dealers, described as the Grease Pit Circuit. Motion pictures are shown in conjunction with the show, with national interest being shown in the idea. The circuit will be covered again in February. Clyde Snyder is m. c. of the shows, which are under the supervision of Al Sheehan.

SPEAKERS at the American Marketing Assn. meeting in Atlantic City Dec. 27 will include Dr. L. D. H. Weld, research director, McCann-Erickson Inc., New York, and member of the Joint Committee on Radio Research, and John J. Karol, market research director of CBS. Dr. Weld's title will be "Measuring the Buying Power of Markets," and Mr. Karol will talk on "Analyzing the Radio Market."

ASSOCIATED BROADCASTING Co. Ltd., Toronto and Montreal, has taken 100 episodes of the May Robson transcribed serial, *Lady of Millions*, for placement on Canadian stations starting late in January under sponsorship of Sheriff's, manufacturers and distributors of jellies and jams. Series is produced by Associated Cinema Studios, Hollywood.

"....TOPS for authentic, accurate, interesting radio news."



Rogers & Smith
Advertising
20 North Wacker Drive
Chicago

August 20, 1937

Mr. Hal Tate,
BROADCASTING Publications, Inc.
360 N. Michigan Avenue,
Chicago, Illinois.

Dear Hal:

My association with BROADCASTING goes back quite a few years to the first issues of BROADCAST ADVERTISING. Commercial radio was comparatively new then, and those early issues of BROADCAST ADVERTISING were welcomed by agencies, advertisers and stations.

In the years that followed, BROADCASTING kept pace with the rapid development of the radio industry as a dependable source of information.

I have always found that the news in BROADCASTING is based on facts not rumors, and as far as I am concerned, it is TOPS for authentic, accurate, interesting radio news.

Cordially yours,

ROGERS & SMITH

E G Opie

E. G. Opie.

***EVERETT GEORGE OPIE,** Radio Director of Rogers & Smith. Since 1921 Mr. Opie has been actively engaged in broadcasting as announcer, producer, author and time buyer, and was associated with the Chicago studios of NBC and leading Chicago stations. He is author and producer of the "Rin-tin-tin" thrillers and many other outstanding network and spot programs.*

National Spot Advertisers serviced by Rogers & Smith:

Reid, Murdoch & Co., Chicago (Monarch Brand Foods); McKenzie Milling Co., Quincy, Mich. (pancake flour); Little Crow Milling Co., Warsaw, Ind. (Coco Wheats); G. E. Conkey Co., Cleveland (poultry feeds); Collingbourne Mills, Elgin, Ill. (yarns); Jelsert Co., Chicago (desserts).

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

Child Broadcasts Boosting Business For Music Retailer

Kansas City Firm Has 12,000 Customers From Program

By IRENE THATCHER

FOR THE last five years Jenkins Music Co., Kansas City, has broadcast its *Kiddies Revue* each Saturday morning on WHB from its store auditorium. It estimates that local children featured in the show have played to visual audiences totaling 25,000 persons of whom 12,000 have become Jenkins' customers. The popularity of the program is shown in the fact that the show has played 122 engagements in towns within a 125-mile radius of Kansas City and has created a large listener response.

Charles Lee Adams, originator and director of the review, believes that the interest in this type of juvenile program lies in its being built "up" for children rather than "down" to them and in its appeal to parents. All children of 5 to 14 years are invited to attend auditions held in the sponsor's auditorium each Wednesday afternoon. A cast is chosen for the Saturday show and there is a Thursday afternoon rehearsal.

The child actors are not paid, but the sponsor offers them a free term of instruction in violin and accordion and lets them use its instruments during a trial period. Piano lessons are also given free for a trial term with a small charge for an instruction book. The sponsor, moreover, rents instruments for use in school bands and orchestras and since the rental money may be applied on the purchase price, most of the instruments are sold. The formula, says Jenkins Music Co., is simply this: Parents bring their children to see and participate in the *Kiddies Revue* and seem more eager to provide musical instruction for their children because the parents get a chance to hear and observe the results of training in music.

Another tie-in is effected by announcing the name of the child's school teacher whenever a child is introduced on the program.

Commercial announcements for the show are confined to slogans, one of which is, "When you think of things in the music line, think of Jenkins every time" and to a song which is sung to the tune of *Kansas City Kitty*.

And from the standpoint of the juvenile performers, the sponsor feels that they acquire self-confidence and poise from a program of music, clever repartee and dances. The members of the orchestra are permanent until they pass the age limit, but the rest of the cast is changed weekly. The program, according to WHB, has produced a dancing star in eight-year-old Adair Aust who is now in Hollywood under option to RKO.

Soil-Off Cleanser

SOIL-OFF MFG. Co., Glendale, Cal. (cleanser), has appointed Gerth-Knollin Adv. Agency, Los Angeles, to direct its national advertising. Firm currently sponsors programs on KNX and KFWB, Hollywood. San Francisco office of Gerth-Knollin Adv. Agency will service the Soil-Off Sales Co., Berkeley Cal.

STOOGE—For the *Kiddies Revue* of WHB is Director Charles Lee Adams, with little Richard McGehee pulling the punch lines.

Another Patt

Mr. Patt

FOR the fifth consecutive year, Household Finance Corp., Chicago, has renewed its *Household Musical Clock* on WJR, Detroit, conducted by Ralph Patt, one of the four brothers Patt identified with radio. Morning feature, 6:30-7 o'clock, consists of transcribed music, time at five-minute intervals and news flashes. Edgar A. Guest Jr. (Bud to his friends), son of the poet, handles the news. Account is placed by BBDO.

Late Personal Notes

LEONARD KAPNER, manager of WCAE, Pittsburgh, is back at his desk after a ten day honeymoon. The bride was the former Dorothy Yellig of Pittsburgh.

JERRY A. FREEMAN, formerly public relations counsel for Alfred W. McCann Laboratories, has been appointed sales director for Commercial Recording & Sound Co., New York, of which Stanley Goreck is president.

GEORGE NOBBS, CBS engineer, is the father of a baby boy born Dec. 9. Word was received while he was working on the *Emily Post* show, causing no little confusion in the studio. Mrs. Post, in accordance with her famous tactics, apologized to the radio audience for the audible commotion.

W. A. NICHOLS has been appointed chief engineer of the new 50,000-watt transmitter of CBL, Toronto, with W. A. Shane as assistant. Eight more members make up the staff of the station which is located at Hornby, 30 miles northwest of Toronto.

S. J. GARROD, formerly chief engineer of CRCT, which leaves the air with the advent of the new CBL, Toronto CBC transmitter, has been transferred as chief engineer to CBW, Windsor, Ont.

W. C. LITTLE, of the CBC engineering staff, has been appointed Ontario regional chief engineer.

JAMES WALLACE, chief engineer of KVI, Tacoma, was elected president of the Tacoma Engineer's Club for 1938 at its Dec. 1 meeting. Mr. Wallace is also chairman of the Seattle Section of the Institute of Radio Engineers.

JAMES E. LOWE has just been named chief engineer of WCOL, Columbus, O. He has been with the Columbus station nearly two years and formerly was chief engineer of WBBR, Brooklyn.

JAY JACKSON and John Feel have joined the announcing staff of WCOL, Columbus. Jackson is new to radio, while Feel left the banking business in Columbus.

J. CLINTON NORMAN has been named chief engineer of KTHS, Hot Springs, Ark., replacing J. M. Moran, resigned.

SHERMAN ROGERS, formerly with a number of advertising agencies, has joined the staff of AudiVision Inc., New York, transcription firm. Joseph Mogab, former district manager for the Central Atlantic States, has been transferred to the New York office to take charge of the planning staff.

JOHN K. KETTLEWELL, who formerly had his own radio representative business in Chicago, on Dec. 13 joined Hays MacFarland & Co., Chicago, as account executive in charge of new business.

M. H. PETERSON, vice-president of VanCronkhite Associates Inc., Chicago, and Laurel DuFour, secretary of the Radio Sales Inc., Chicago sales staff, were recently married at Valparaiso, Ind.

TINY RUFFNER, vice-president and Hollywood radio manager of Ruthrauff & Ryan Inc., now in New York conferring with agency executives on production problems, will return to his West Coast headquarters Dec. 19.

JACK BLASK has joined Bob Brandies Agency, Beverly Hills, Cal., talent bureau, as an associate in charge of the radio department.

JAMES DOYLE, formerly of KORE, Eugene, Ore., has joined the KHJ, Los Angeles, announcing staff.

M. W. WOOD resigned as sound effects supervisor of NBC-Chicago Dec. 13 to join the Jam Handy Picture Corp., Detroit, as director of recording. Tommy Horan, a member of the NBC staff has been named acting supervisor. Bob Graham, of WSUI, Iowa City, has been added to the Chicago sound effects force.

PAUL HENNING, formerly with KMBC, Kansas City, has joined Needham, Louis & Brorby Inc., Chicago, as assistant to Don Quinn, author of Johnson Wax's *Fibber McGee & Molly* show.

ED BOWERS, head of the Chicago office of Paul H. Raymer Co., went bowling Dec. 3 and fractured his kneecap with the result that his whole leg is now in a cast. He is confined to his home and is not expected to return to work until the first of the year.

GEORGE DIEFENDERFER, formerly manager of the Detroit office of William G. Rambeau Co., and lately with Radio Sales Inc., Chicago, has joined the Chicago office of Paul H. Raymer Co. Hoyt Mallinson is the third member of the Raymer Chicago sales staff.

VERNON H. (Bing) SMITH, general manager of WREN, Kansas City, and Mrs. Smith are the parents of a son, born last month. It is their fourth child.

LEW VALENTINE, production manager of WOAI, San Antonio, and Mrs. Valentine are the parents of a 9½ lb. boy.

HOWARD SMITH and Charles Boyer, of Rogers-Smith Advertising Agency, Chicago and Dallas, were in San Antonio this month for the deer hunting season.

Broadcasting Engineers To Discuss Problems at Ohio State Conference

PLANS for a Broadcast Engineering Conference in Columbus to be held under the auspices of the Ohio State University from Feb. 7-18 have been completed under the direction of W. L. Everitt, director of the Department of Electrical Engineering. Open to all broadcast engineers and to those in the field of electrical engineering, the Conference is expected to be the most comprehensive of the type ever called.

Mr. Everitt

Principal discussions on the agenda are: Field strength surveys, J. F. Byrne, Collins Radio Co.; coupling networks, W. L. Everitt, Ohio State U; studio acoustics, George M. Nixon, NBC; ultra-high frequency propagation, H. H. Beverage, RCA Communications Inc.; propagation of broadcast frequencies at night, Dr. J. H. Dellinger, Bureau of Standards; demonstrations of phenomena of interest to radio engineers, W. L. Everitt; broadcast antenna design, Dr. George H. Brown, consulting engineer; high-power radio frequency amplifiers, W. H. Doherty, Bell Telephone Laboratories; modulation and distortion measurements, A. E. Thiessen, General Radio Co.; indicating instruments, H. L. Olesen, Weston Instrument Co.; snow static effects on aircraft, H. M. Hucke, United Air Lines; aeronautical ground radio station design, P. C. Sandretto, United Air Lines.

Wester's New Shows

CARL WESTER & Co., new Chicago writing and production firm, will move into room 621 at 360 N. Michigan Ave. after the first of the year. Initial shows being handled by the firm are *Attorney at Law* which will start Jan. 4 over NBC-Blue for Johnson's Wax and *The Woman in White* which replaces *Today's Children* for Pillsbury in January. Both latter shows are written by the same author, Irna Phillips. Needham Louis & Brorby Inc., Chicago is the Johnson agency and Hutchinson Adv. Co., Minneapolis, handles the Pillsbury account.

JULES STEIN, president of Music Corp. of America, now making Hollywood his headquarters, is in New York on company business. He is expected to return to the West Coast after Jan. 1 to supervise moving of MCA headquarters from downtown Los Angeles to Beverly Hills, Cal.

HARRY FIELDS, formerly in the sales and promotion department of Universal Picture Corp., Hollywood, has joined Associated Cinema Studios, that city, as associate producer of transcribed productions.

MAJ. F. C. DAHLQUIST, president of American Radio Features, Los Angeles, and producer of the weekly half-hour NBC *Thrills* program sponsored by Union Oil Co., has returned to his desk after a three weeks' absence due to illness.

BASIL LOUGHRAN, Lord & Thomas, Chicago radio producer, arrived in Hollywood Dec. 11 for a series of conferences with Tom McAvity, manager of the agency's radio department in that city, on the new NBC *Mickey Mouse* program scheduled to start Jan. 2 under sponsorship of Pepsodent Co.

QUICK ECONOMICAL RESULTS for CLASSIFIED ADVERTISERS

BROADCASTING's complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

Help Wanted

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

Situations Wanted

Outline your experience and qualifications in a classified ad in BROADCASTING. Some concern may need you — reach your next employer through BROADCASTING. Others have done it with success.

Wanted to Buy or Sell

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

Services

If you have a service for the broadcasting industry there is more business for you if you outline your services through a classified ad in BROADCASTING.

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations Wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising

870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

The Other Fellow's Viewpoint . . .

Mud Slingers

Editor, BROADCASTING:

From the western bank of the Mississippi River, I raise my voice in protest against these so-called "brilliant minds" who are constantly throwing mud at the radio industry by proclaiming that broadcasting today has been reduced to a "moronic level".

Through close personal contact during the past ten years with nearly 200 operators of radio stations throughout the Mid-west and South, I am firmly convinced that by far the majority of station owners feel their public responsibility very keenly.

The self-appointed judges, who are evaluating this business of broadcasting, must have very convenient ears in that they seem always to choose, for their critical listening, stations or programs which are exceptions rather than the rule. Evidently, their ears are trained not to hear the better features which fill the air every hour of every day.

If, in an adverse frame of mind, you look long enough and closely enough you can discover flaws wherever the human element is involved. But, at the risk of being called "Polyanaish", I point out that, on the contrary, if you are looking for good you can find it in abundance.

In radio broadcasting, the good so far overshadows the bad that it's hard to conceive how any sane person can choose a few isolated examples of poor judgment and use them for condemnation of the entire industry.

Here at WKBB, we're proud of our record in public service, proud of our part in education by radio, proud of the cleanliness and wholesomeness of the entertainment we offer, and proud of our constant attempts to elevate the standards of appreciation as found in average American homes.

We're not perfect, but we are doing the very best we know how. And, for a change, we'd like to hear a few words of praise for an infant industry which, in a few short years, has accomplished so much for the good of humankind.

JAMES D. CARPENTER,
General Manager, WKBB,
Dec. 11 Dubuque, Ia.

WMBH, Joplin, Mo., is devoting 45 minutes each Tuesday, from 8:30 to 9:15 p. m., to *High School Night.* The program is put on by a different group of students each time, consists of a one-act play, high school news and musical department productions. The school news is divided into two sections, straight news and a school "Walter Winchell." The program is supervised by the school dramatics coach and a staff production man.

USE
WREC
Memphis'
1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

'Apex' Record

Editor, BROADCASTING:

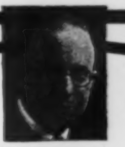
We note on page 64 of your Dec. 1 issue the item headed "Apex Distance Record." May we raise this distance bid which W2XOY, Albany, has put in? The WIOD mobile transmitter unit W4XF has been picked up in Phoenix, Ariz., a distance of approximately 3,000 miles. Cowboy Clyde Criswell of Mission Ranch, Phoenix, writes us in detail about various descriptions given while the mobile unit was broadcasting as it toured through the Miami suburbs. The mobile unit consists of a 10-watt transmitter for relay broadcast purposes, mounted in a motor truck with a 7½ ft. antenna mounted on the top, and operating on 31,100 kc. We believe this item will top the one referred to, and wonder if anyone can top us?

MARTIN WALES
Manager, WIOD, Miami
Dec. 6, 1937.

Sayman's Soap Locals

DR. T. M. SAYMAN PRODUCTS Co., St. Louis (Sayman's soap), which recently placed its business with Benson & Dall Inc., Chicago, has started live talent programs on WLS, Chicago; WLW, Cincinnati, and KWK, St. Louis, with additional metropolitan stations to be added. R. J. Dooley is account executive.

MR. E. H. RIETZKE



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BUT WHO'S YOUR FAVORITE BASEBALL ANNOUNCER?"

General Mills, sponsors of the Wheaties baseball broadcasts throughout the nation, found this answer after a national contest.

WTCN'S
GEORGE HIGGINS

has the largest following in proportion to population in the United States.

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and we'll show you how to make this and other exclusive WTCN features go to work for you.

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FREE AND PETERS, INC., NATIONAL REPS.

XUM

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 30 TO DECEMBER 13, INCLUSIVE

Decisions . . .

APPLICATIONS GRANTED:

DECEMBER 3

KSTP, St. Paul—Exp. auth. facsimile.

KTMS, Santa Barbara, Cal. — License new station.

KDYL, Salt Lake City—Mod. CP new equip., radiator.

KRLD, Dallas—CP new equip.

WBRE, Wilkes-Barre — License for CP move to Kingston, Pa., new radiator.

WHIP, Hammond, Ind. — License new station.

KGCI, Couer D'Alene, Id.—Mod. CP new equip., radiator.

WPRO, Providence, R. I. — CP new trans.

WSIX, Nashville—License for CP 250 w LS 1210 kc 100 w N unl.

WKAT, Miami Beach—License for CP new station.

WOKO, Albany — License for CP new trans.

WOW, Omaha—Mod. license to Woodmen of the World Life Ins. Society.

KOVC, Valley City, N. D.—License for CP 100 w 250 w LS 1500 kc unl.

WBRC, Birmingham — Mod. CP new equip.

SET FOR HEARING—NEW, W. A. Barnette, Greenwood, S. C., CP 610 kc 250 w D; NEW, F. C. Todd, Gastonia, N. C., CP 1420 kc 100 w 250 w D unl.; NEW, Roberts-MacNab Co., Livingston, Mont., CP (in docket) amended to 1310 kc 100 w 250 w D unl.; WTAW, College Station, Tex., CP move trans., vert. radiator, change spec. to D only (facilities KTBC); KGDM, Stockton, Cal., CP move trans., new equip., change 1100 to 1150 kc, increase to 5 kw ltd.; NEW, S. B. Quigley, CP 1200 kc 100 w D; KGGC, San Francisco, CP increase D to 250 w; NEW, Harry M. Ayers, Anniston, Ala., CP 1420 kc 100 w D; NEW, Kathryn B. Gosselin, Aurora, Ill., CP 1500 kc unl.; WMC, Memphis, CP change antenna, increase N to 5 kw (before Commission); WRTD, Richmond, Va., vol. assign. license to Times-Dispatch Radio Corp.; WGAL, Lancaster, CP move locally, new equip., antenna, change 1500 to 1510 kc, increase 100 w 250 w D to 1 kw unl. (before Commission); WTMV, E. St. Louis, CP move trans. locally, new equip., antenna, change 1500 to 1510 kc, increase 100 w 250 w D to 1 kw 5 kw D (before Commission); NEW, Scripps-Howard Radio Inc., Denver, CP (in docket) amended re trans. site, equip., power, 630 kc 1 kw 5 kw D; WCLS, Joliet, Ill., applic. transfer control to L. W. Wood; WDAE, Tampa, Fla., mod. license directional antenna, change 1220 to 780 kc; NEW, Anne Jay Levine, Palm Springs, Cal., CP (in docket) amended to 1370 kc 100 w 250 w D unl.; NEW, Michael J. Minto, Tacoma, Wash., CP 1400 kc 250 w D; WNEW, New York, mod. license D 2½ to 5 kw; WNEL, San Juan, P. R., CP (in docket) amended re trans. site, antenna, change to 590 kc; NEW, N. B. Egeland, Ft. Dodge, Ia., CP (in docket) amended to 1500 kc 100 w D; NEW, Clinton Brdcstg. Corp., Clinton, Ia., CP 1310 kc 100 w 250 w D unl.; WGAN, Portland, Me., transfer control from George W. Martin estate to Wm. N. Campbell and Lloyd C. Greene; KMPC, Beverly Hills, Cal., exp. auth. unl.; KRQA, Santa Fe, vol. assign. license to I. E. Lambert; NEW, Garden Island Pub. Co., Lihue, Kauai, T. H., CP 1500 kc 100 w 250 w D unl.; WAYX, Waycross, Ga., vol. assign. license to Jack Williams; WBLY, Lima, O., vol. assign. license to Fort Industry Co.; KHUB, Watsonville, Cal., vol. assign. license from Anna Atkinson, executrix estate of F. W. Atkinson, to John P. Scripps.

DECEMBER 8

APPLICATIONS GRANTED:

WGN, Chicago—Exp. auth. facsimile.

WSM, Nashville—Same.

KSD, St. Louis—Same.

WOR, Newark—Same.

NEW, Commercial Radio Equipment Co., Kansas City—CP high-freq. 250 w.

SET FOR HEARING — NEW, Frank Ray, Dickinson, N. D., CP 1310 kc 100 w 250 w D unl.; NEW, Jonal Weiland, New Bern, N. C., CP 1370 kc 100 w unl.; NEW, Larry Rhine, San Francisco, CP 1150 kc 1 kw D amended; WBNX, New York, CP amended re trans. site, equip., antenna, increase D to 5 kw directional; WRDW, Augusta, Ga., CP new equip., antenna, change 1500 to 1240 kc, increase 100 w 250 w D to 1 kw directional; WFOY, St. Augustine, Fla., CP change 1210 to 590 kc, increase N to 250 w; KPAC, Port Arthur, Tex., CP move trans., change 1260 to 1350 kc, increase 500 w D only to 1 kw unl. directional N; KYOS, Merced, Cal., vol. assign. license to Merced Brdcstg. Co.; WFAB, Carlstadt, N. J., vol. assign. license to Debs Memorial Radio Fund Inc.

APPLICATIONS DISMISSED —WGES, Chicago, trans. control to WSBC Inc.; NEW, Hearst Radio Inc., Washington, CP 1310 kc 100 w 250 w LS unl.; C. of C. Eureka Springs, Ark., auth. transmit program to XENT; Delaware Channel Corp., pet. reopen hearing applic. transfer control WTBO; WMAZ, Macon, Ga., pet. intervene WKEU case; NEW, Rapids Brdcstg. Co., Cedar Rapids, Ia., denied extension effective date; WMBG, Richmond, Va., granted intervention hearing of WRTD; NEW, George W. Taylor Co., Williamson, W. Va., denied pet. for order to submit interrogatories on applic. CP; KGFO, Fort Worth, granted cancellation oral argument Ex. Rep. I-483; WRTD, Richmond, granted pet. intervene WMBG applic.

MISCELLANEOUS — NEW, Virgil V. Evans, Gastonia, N. C., denied rehearing applic. CP, denied 9-28-37; WCBA, WSAN, Allentown, Pa., denied joint pet. reconsid. & grant applic. renewal without hearing; WIBG, Glenside, Pa., granted pet. insofar as it requests withdrawal motion applic. in Docket 4362; denied in other respects; denied WCFL pet. to close record, and WCFL and KJR pet. to withdraw; WMEX, WCOP, Boston, denied rehearing in denial protest in transfer of control of WCOP and dismissed motion to strike said pet. for rehearing; WKBB, E. Dubuque, Ill., denied rehearing in Docket 3967; NEW, Clarence C. Dill, Washington, denied rehearing in Docket 4079 denying applic. CP Washington 1390 kc 1 kw unl.; WMIN, St. Paul, granted reconsid. & grant without hearing applic. assign license to WMIN Brdcstg. Co.; KSTP, St. Paul, and WJSV, Washington, granted pet. reopen hearing in Docket 4756-7 to increase to 50 kw; NEW, Courier Post Pub. Co., Hannibal, Mo., denied rehearing applic. CP 1310 kc 100 w 250 w LS unl., dismissed pet. Hannibal Brdcstg. Co., to participate in rehearing and opposition of Courier-Post Pub. Co.; NEW, Black River Valley Brdcstg. Inc., Watertown, N. Y., dismissed pet. reconsid. order for rehearing; WFLA, Clearwater, Fla., dismissed pet. and supplemental pet. rehearing in Docket 4425 granting auth. WIOD-WMBG, Miami, to change freq., dismissed WIOD opposition to pet. rehearing.

DECEMBER 11

GRANTED LICENSES FOR CP — WGRM, Grenada, Miss., new station 1210 kc 100 w unl.; WRNL, Richmond, Va., move Petersburg to Richmond, new trans.; WDGY, Minneapolis, new trans.; KIT, Yakima, Wash., new antenna, change 1210 to 1250 kc, increase to 250 w 500 w LS unl.; WOLS, Florence, S. C., new station 1200 kc 100 w D; KELA, Centralia, Wash., new station 1440 kc 500 w unl.

Examiners' Reports . . .

WROK, Rockford, Ill.—Examiner Dalberg recommended (I-527) that applic. transfer control from Lloyd C. Thomas to Rockford Consolidated Newspapers Inc. be granted.

NEW, Nathan N. Rauer, Miami-Examiner Seward recommended (I-528) that applic. CP 1420 kc 100 w unl. be granted.

NEW, Ellwood W. Lippincott Inc., Bend, Ore.—Examiner Berry recommended (I-529) that applic. CP 1310 kc 100 w unl. be granted if applic. of Bend Bulletin be denied, and vice versa.

KOBH, Rapid City, S. D.—Examiner Irwin recommended (I-530) that applic. assign license to Black Hills Broadcast Co. be denied.

NEW, Airfan Radio Corp., San Diego—Examiner Irwin recommended (I-531) that applic. CP 1420 kc 100 w unl. be dismissed with prejudice.

NEW, Southern Brdcstg. Corp., New Orleans; WBNO, New Orleans—Examiner Seward recommended (I-532) that applic. Southern Brdcstg. CP 1200 kc 100 w 250 w LS unl. (facilities WBNO, WJBW) be dismissed with prej.; that applic. WBNO for renewal of license be denied; that applic. WBNO for CP change 1200 kc 100 w Sh.-WJBW to 1420 kc 100 w 250 w LS unl. be denied.

NEW, Keystone Brdcstg. Co., New Castle, Pa. — Examiner Berry recommended (I-533) that applic. CP 1250 kc 250 w D be granted.

WRNL, Richmond, Va.—Examiner Dalberg recommended (I-534) that applic. change 500 w D to 1 kw unl. be granted.

NEW, Jules J. Rubens, Aurora, Ill.—Examiner Dalberg recommended (I-535) that applic. CP 1040 kc 250 w D be denied.

NEW, Broward Brdcstg. Co., Ft. Lauderdale, Fla.—Examiner Seward recommended (I-536) that applic. CP 1370 kc 100 w 250 w LS unl. be dismissed with prejudice.

WJBW, New Orleans—Examiner Seward recommended (I-537) that applic. renewal license be granted.

NEW, El Paso Brdcstg. Co., El Paso; NEW, World Pub. Co., Tulsa; KGKL, San Angelo, Tex.; Tribune Co., Tampa, Fla. — Examiner Bramhall recommended (I-538) that El Paso Brdcstg. Co. applic. CP 940 kc I kw unl. be granted on condition Dorrance D. Roderick, applicant in No. 3858 abandon his application; that World Pub. Co. applic. CP 940 kc 1 kw 5 kw LS unl. be granted; that applic. KGKL, San Angelo, to change 1370 kc 100 w 250 w LS unl. to 940 kc 1 kw 5 kw LS unl. be denied; that applic. Tribune Co., Tampa, CP 940 kc 1 kw 5 kw LS unl. be granted.

NEW, Mervel M. Valentine, Laredo, Tex.—Examiner Dalberg recommended (I-539) that applic. CP 1500 kc 100 w 250 w LS be granted.

NEW, John S. Allen, G. W. Covington Jr., Montgomery, Ala.—Examiner Seward recommended (I-540) that applic. CP 1210 kc 100 w D be granted.

KQW, San Jose, Cal.—Examiner Berry recommended (I-541) that applic. increase D to 5 kw be granted.

NEW, Evans Brdcstg. Co., Evanston, Ill.—Examiner Hill recommended (I-542) that CP 1020 kc 250 w D be denied.

WMAZ, Macon, Ga.—Dalberg recommended (I-543) applic. increase to 5 kw LS be granted.

IN CANADA—CJOR, Vancouver, B. C., installed this complete studio during the Canada Pacific Exhibition, during which it handed out 20,000 questionnaires. More than 250,000 persons visited the studio.

Applications . . .

NOVEMBER 30

WGNY, Newburgh, N. Y.—CP change equip., increase 100 w to 100 w 250 w D, amended 1210 to 1220 kc 250 w D.

WBRY, Waterbury, Conn. — CP new trans., increase D to 5 kw, amended to 5 kw N & D.

WFIL, Philadelphia—Mod. CP as mod. equip., vert. antenna, increase power, to request extension.

NEW, George B. Peeler, Taylor, Tex.—CP 1310 kc 100 w D.

WDGY, Minneapolis—License for CP as mod. new trans.

KIT, Yakima, Wash.—License for CP as mod. new trans., vert. antenna, change freq., increase power, move trans.

NEW, Mountain Top Trans Radio Corp., Denver—CP 1370 kc 100 w 250 w D unl.

DECEMBER 1

W1XAL, Boston—CP increase 20 to 50 amended to 1310 kc. kw.

WICA, Ashtabula, O.—License new station.

WWVA, Wheeling—CP change 1160 to 1140 kc unl., amended to 50 kw.

KONO, San Antonio—CP increase D to 250 w, move trans.

NEW, Lawton, Okla.—CP 1420 kc 100 w unl.

KLAH, Carlsbad, N. M.—CP increase D to 250 w.

DECEMBER 3

WKBN, Youngstown — License for CP move trans., antenna.

WBCM, Bay City, Mich.—Mod. license N to 1 kw.

WMBG, Richmond, Va. — CP increase 500 w to 1 kw, amended 1 kw to 1 kw 5 kw D directional.

WROK, Rockford, Ill.—Mod. license N to 1 kw.

DECEMBER 4

WPTF, Raleigh, N. C.—Ext. exp. auth. 5 kw N directional.

NEW, Star-Times Pub. Co., St. Louis—License for facsimile.

DECEMBER 6

NEW, Orrin A. Senzel, Rochester, N. Y.—CP 1500 kc 100 w 250 w D unl.

WLW, Cincinnati—Ext. exp. auth. 500 w directional.

NEW, McComb Brdcstg. Corp., McComb, Miss.—CP 1200 kc 100 w D.

DECEMBER 8

WOWO, Ft. Wayne—CP new trans., increase 10 to 50 kw, change to unl. (contingent grant WWVA applic.).

WBBM, Chicago—Ext. exp. auth. synchro.-KFAB LS to midnight. KFAB, same.

WIBW, Topeka—Auth. transfer control from Marco Morrow, trustee, to Capper Publications Inc.

KCKN, Kansas City — Auth. transfer control from Arthur Capper to Capper Publications Inc.

KICA, Clovis, N. M.—Auth. transfer control J. L. Nunn to Charles C. Alsup.

DECEMBER 10

WQDM, St. Albans, Vt.—Vol. assign. license to F. Arthur Bostwick.

WSAL, Salisbury, Md.—License for CP new station.

KYW, Philadelphia—CP new trans., change antenna, increase 10 to 50 kw.

NEW, Jonas Weiland, Goldsboro, N. C.—CP 1500 kc 100 w D.

KVOX, Moorhead, Minn.—License for CP new station.

WOC, Davenport, Ia.—CP change 1370 to 1390 kc, increase N to 250 w.

WATR, Waterbury, Conn. — CP move trans.

WLVA, Lynchburg—CP change 1200 to 1390 kc, increase to 500 w, amended to 1 kw.

WRBL, Columbus, Ga.—Mod. license WRBL Radio Station Inc. to Columbus Brdcstg. Co. Inc.

NEW, Voice of S. C., Spartanburg, S. C.—CP facsimile.

WGRC, New Albany, Ind.—Invol. trans. control to Charles Lee Harris.

KRKO, Everett, Wash.—CP change 1370 to 1420 kc, new trans., antenna, increase to 100 w 250 w D unl.

CBS Hollywood Plant

CORNERSTONE laying ceremonies for the new CBS Hollywood studios and executive building, being erected at a cost of $1,750,000, has been set for Jan. 11, according to Donald W. Thornburgh, the network's Pacific Coast vice-president. Occupancy is set for March 1.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

PROCTER & GAMBLE Co., Cincinnati (Chipso), on Jan. 3 starts *Road of Life* on 19 CBS stations, Mon. thru Fri., 9:30-9:45 a. m. Agency: Compton Adv. Inc., New York.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Jan. 3 starts *The Goldbergs* on 11 CBS stations, Mon. thru Fri., 4:30-4:45 p. m. Agency: Blackett-Sample-Hummert, Chicago.

U. S. RUBBER Co., New York (tires), on Jan. 12 starts *Ben Bernie* on 94 CBS stations, Wed., 9:30-10 p. m. Agency: Campbell-Ewald Co. of New York, N. Y.

GENERAL SHOE Corp., Nashville (Fortune shoes), on Feb. 8 starts *Famous Fortunes* on 12 Mutual stations, Tues., 7:45-8 p. m. Agency: Badger and Browning & Hersey Inc., N. Y.

GENERAL FOODS Corp., New York (La France and Satina), on Jan. 4 starts *Mary Margaret McBride* on 45 CBS stations, Tues., Thurs., 12-12:15 noon (Mon., Wed., Fri., for Minute Tapioca). Agency: Young & Rubicam, N. Y.

NATIONAL ICE ADV. Inc., New York (ice and refrigerator industry), on Nov. 30 started for 52 weeks *Homemakers' Exchange* on 51 NBC-Red stations, Tues., Thurs., 11:15-11:45 a. m. Agency: Donahue & Coe, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Jan. 3 starts *The O'Neills* on 40 CBS stations, Mon. thru Fri., 10:45-11 a. m. Agency: Compton Adv. N. Y.

THOMAS COOK & SON-Wagon-Lits Inc., New York (travel), on Dec. 12 started *Malcolm La Prade*, travel talks, on 13 NBC-Red stations, Sun., 2:15-2:30 p. m. Agency: L. D. Wertheimer Co., N. Y.

ADAM HAT STORES, New York (men's hats), on Nov. 26 started series of championship fight broadcasts on 22 NBC-Blue stations, Fri., 10 p. m. Agency: Glickman Adv. Co., N. Y.

MILNOR Inc., San Diego (gift shops & importers), on Nov. 18 started for 13 weeks *House of Treasure* on 7 Don Lee Southern California stations, Thurs., 9:15-9:30 p. m. (PST). Agency: Barnes-Chase Co., San Diego.

BRISTOL-MYERS Co., New York (Vitalis hair tonic), on Jan. 10 starts for 52 weeks *For Men Only* on NBC-Red, Mon., 10:30-11 p. m. Agency: Pedlar & Ryan, N. Y.

WHEELING STEEL Corp., Wheeling, W. Va. (institutional), on Jan. 2 starts *Musical Steel Makers* on 5 Mutual station (WWVA, WGN, WLW, WOR, WPAY), Sun., 12:30-1 p. m. Direct.

VADSCO SALES Corp., New York (remedies and cosmetics), on Jan. 9 starts *True Story Court of Human Relations* on 19 Mutual stations, Sun., 4-4:30 p. m. Agency: Albert M. Ross, N. Y.

Renewal Accounts

ALBERT BROS. Milling Co., Seattle (cereals), on Jan. 4 renews for 26 weeks *Good Morning Tonight* on 5 NBC-Pacific Red stations, Tues., 9:30 to 10 p. m. (PST). Agency: Erwin Wasey Co., Seattle.

STANDARD BRANDS, New York (Tender Leaf tea), on Jan. 2 renews for 52 weeks *One Man's Family* on 58 NBC-Red stations, Wed., 8-8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

GENERAL ELECTRIC Co., New York (electrical appliances), on Jan. 10 renews *Hour of Charm* on 56 NBC-Red stations, Mon., 9:30-10 p. m. Agency: Maxon Inc., N. Y.

INTERVIEWED — George Slocum (right), president of the Advertising Federation of America, went on WOAI, San Antonio, recently at the AFA 10th district convention there. Interviewer was Ken McClure (left), of WOAI.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Dec. 29 renews *Your Hollywood Parade* on 75 NBC-Red stations, Wed., 10-11 p. m. Agency: Lord & Thomas, N. Y.

PONTIAC MOTOR Co., Pontiac, Mich., on Dec. 7 renewed Kathryn Cravens' *News Through a Woman's Eyes* on 59 CBS stations, Mon., Wed., Fri., 2-2:15 p. m. Agency: MacManus, John & Adams, Detroit.

PRINCESS PAT Ltd., Chicago (cosmetics), on Dec. 19 renews *A Tale of Today* for 52 weeks on 8 NBC-Red stations, Sun., 6:30-7 p. m. Agency: McJunkin Adv. Co., Chicago.

STANDARD BRANDS Inc., New York (Chase & Sanborn), on Jan. 2 renews for 52 weeks *Chase & Sanborn Program* on 60 NBC-Red stations, Sun., 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

PRINCESS PAT Ltd., Chicago (cosmetics), on Dec. 19 renews *Tale of Today* for 52 weeks on 8 NBC-Red stations, Sun., 6:30-7 p. m. Agency: McJunkin Adv. Agency, Chicago.

STERLING PRODUCTS Inc., New York (Phillips Milk of Magnesia), on Jan. 3 renews *Lorenzo Jones* for 52 weeks on 21 NBC-Red stations, Mon. through Fri., 4-4:15 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS, New York (Phillips Facial Cream), on Jan. 3 renews *How to Be Charming* for 52 weeks on 43 NBC-Red stations, Mon., Wed., Fri., 11:30-11:45 a. m. (repeat 2:30-2:45 p. m.). Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Inc., New York (Dr. Lyons Toothpowder), on Jan. 3 renews *Backstage Wife* for 52 weeks on 25 NBC-Red stations, Mon. thru Fri., 11:15-11:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

PACIFIC COAST BORAX Co., New York (20 Mule Team borax), on Dec. 31 renews *Death Valley Days* on 24 NBC-Blue stations, Fri., 8:30-9 p. m. Agency: McCann-Erickson, N. Y.

GENERAL FOODS Corp., New York (Log Cabin Syrup), on Jan. 1 renews for 13 weeks *Log Cabin Jamboree* on 55 NBC-Red stations, Sat., 8:30-9 p. m., repeat 9:30 p. m. (PST). Agency: Benton & Bowles, N. Y.

Network Changes

BARBASOL Co., Indianapolis (shaving preparation), on Dec. 3 started *Arthur Godfrey*, replacing *Mary Jane Walsh*, on 36 Mutual, Fri., 8-8:15 p. m. Agency: Erwin, Wasey & Co., New York.

USE
WREC
Memphis'
1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

PILLSBURY FLOUR MILLS Co., Minneapolis (flour, cereals), on Jan. 3 replaces *Today's Children* with *Woman in White*, on 35 NBC-Red stations, Mon. thru Fri., 10:45-11 a. m. Agency: Hutchins Adv. Co., Minneapolis.

H. J. HEINZ Co., Pittsburgh (57 Varieties), on Jan. 6 shifts one edition of *Heinz Magazine of the Air*, on 56 CBS stations, from Thurs., 3:30-4 p. m., to Sun., 5-5:30 p. m.

S. C. JOHNSON & Co., Racine, Wis. (floor wax), on Feb. 7 adds 4 McClatchy stations for *Fibber McGee & Molly*, now on 50 NBC-Red stations, Mon., 9-9:30 p. m.

GENERAL FOODS Corp., New York (Jell-O), on Jan. 2 adds 23 CBC stations for *Jack Benny*, now on 85 NBC-Red stations, Sun., 7-7:30 p. m.

LAMONT, CORLISS & Co., New York, on Jan. 4 drops *Husbands & Wives*, and replaces it with a new dramatic script show, on NBC-Blue Tues., 8 to 8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes), on Jan. 3 moves *Story of Mary Marlin* on NBC-Blue from 10-10:15 a. m. to 11-11:15 a. m., Mon. thru Fri. and on NBC-Red from 4:30-4:45 p. m. to 4:15-4:30 p. m. Mon. thru Fri.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), on Jan. 2 adds repeat for *Joe Penner* on 7 CBS western stations, Sun., 11-11:30 p. m.

PROCTER & GAMBLE Co., Cincinnati (Camay soap), on Jan. 3 moves *Pepper Young's Family* on the NBC-Blue from 10:30-10:45 to 11:15-11:30 Mon. thru Fri.

PROCTER & GAMBLE Co., Cincinnati (White Naphtha soap), on Jan. 3 moves *Guiding Light* on NBC-Red from 4:15-4:30 p. m. to 3:45-4 p. m., Mon. thru Fri.

TEXAS OIL Co., New York (Texaco), will switch CBS *Texaco Town* to New York after Dec. 29.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Jan. 4 moves *Swing School*, with Benny Goodman's orchestra, on 84 CBS stations, Tues., from 10-10:30 p. m. to 9:30-10 p. m., replacing *Jack Oakie's College* which is being discontinued.

PACKARD MOTOR CAR Co., Detroit, Mich., on Jan 3 adds Walter O'Keefe to cast of *Hollywood Mardi Gras*, NBC-Red.

WILLIAM ROBSON, formerly with the Federal Theatre Project, has been appointed to direct the Columbia *Radio Workshop*, succeeding Irving Reis, who has gone to Hollywood under a movie contract.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
NOW $40.00 Each
Two for $75.00 Approved by FCC
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "Better" than .01%.
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NEW STANDARDS FOR
VERTICAL RADIATORS
LOWERED COSTS
OPTIMUM PERFORMANCE
5 YEAR INSURANCE
RELIABILITY
JOHN E. LINGO & SON, INC
CAMDEN New Jersey
LINGO
VERTICAL
TUBULAR
STEEL
RADIATORS

WRITE FOR FOLBER TODAY!
Now, the antenna you've heard so much about, is described in print. Here is complete data and cost statistics on the sensational Lingo Vertical Tube Radiator that is setting a new *high for efficiency* . . . and a new *low for cost!* If you haven't already received your copy of this informative folder, address your request to
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Merchandising & Promotion

Indian Coiffures—Souvenir Programs—Crescent Awards—Women's Letters—About Tractors

AN ENTIRE supply of 5,000 Indian head-dresses was exhausted after a single program, *Last of Mohicans* was broadcast over WAAF, Chicago, Children were instructed to go to one of the Feldman Petroleum Co.'s 18 gas stations and with any purchase made by their fathers, they would be given a head-dress. Program is broadcast every Sunday at 11:15 a. m. and was recorded by Radio Transcription Co. of America, Hollywood. All Chicago school principals received bulletins calling attention to the program from an educational standpoint with no mention made of the sponsor. Following 13 weeks of the *Last of the Mohicans*, another Transco disc series, *Leatherstocking Tales*, will be presented for 13 weeks with Indian apparel and bows and arrows as prizes. A quarter-hour Transco disc, the *Laff Parade*, is also being sponsored Sundays over WCFL, with 24x48 placards being distributed throughout Chicago calling attention to both the WAAF and WCFL programs. Selviair Broadcasting System, Chicago is agency for Feldman Petroleum Co. which sells its own brand of gas, Blackhawk-Pennzoil gasoline, at 18 service stations.

* * *

WLS Gives Souvenirs

WLS, Chicago, presents printed programs to patrons of the *National Barn Dance* broadcast from the Eighth Street theatre, Chicago. The following WLS advertisers have also bought space in the theatre program: Miles Laboratories (Alka-Seltzer) through Wade Adv. Agency, Chicago; Murphy Products Co., Burlington, Wis. (Murphy's feeds), through Wade Adv. Agency, Chicago; Hamlin's Wizard Oil, Chicago, through Vanderbie & Rubens, Chicago; Curtis Candy Co., Chicago, through McJunkin Adv. Co., Chicago.

* * *

WMT Draws Crowds

WHEN WMT opened new studios in Cedar Rapids, Ia., more than 8,000 persons visited the layout in a week. A 12-page illustrated tabloid was distributed to every home in and around Cedar Rapids and a full-page was run in the Des Moines *Sunday Register* and Cedar Rapids *Tribune*. Copies are given to visitors. The new quarters include five studios, two control rooms, 18 offices and lobby.

* * *

Football Tie-in

KSL, Salt Lake City, recently ran a contest during its *Quarterback Club* with a grand prize of a flight to the Rose Bowl game. Football score forecasting was the contest method and more than 40,000 entries were received. The eight week series was sponsored by Paramount Theatre, *Deseret News* and Morris R. Furmbilt Clothes.

* * *

WOR Happenings

WOR, Newark, has issued a mailing-piece, "Things are Happening at WOR," which lists ten accomplishments of the station, including sales records, program scoops, new sponsors, and important new personnel.

Fargo's Farmer

THE GAY old farmer who hops around in WDAY's ads in BROADCASTING, pops up again in one of the finest merchandising booklets we've seen in a long time. WDAY, Fargo, N. D., has issued an orange and blue booklet with spiral binding which makes the facts of a station's life about as interesting as they can be made. Market and coverage data are made vivid by citing exmples of success and the old farmer is cutting up on almost every page, now hanging from the transmitter tower, now doing a jig.

* * *

Minnesota Celebrates

IN celebration of its first anniversary, KDAL, Duluth, Minn., issued a merchandising folder with a fetching cover inscribed "One Year Old and What a Baby." According to KDAL, business conditions in its coverage area are up. The folder highlighted the fact that KDAL follows through on its promotion with parties for children and all sorts of retailer tie-ins.

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California Cream

THREE newscasts daily on KFRC, San Francisco, feature John B. Hughes for Borden's Dairy Delivery Co. A booklet called "John B. Hughes—His Book on Superlative Eating" has been published by Borden's as a program tie-in and leaflets attached to milk bottles ask whether the milk subscriber listens in, the number of days and the time periods favored.

* * *

Annual Souvenir

FIRST EDITION of an annual Christmas souvenir titled *Personalities of 1938* was published recently by WMBD, Peoria, Ill. Containing more than 150 photos of its staff and programs, the book was designed for WMBD by Brooks Watson, WMBD news editor.

AT DOLL HOUSE—WAVE, Louisville, took its pack transmitter into Kaufman-Straus department store, to broadcast from the famous doll house of Colleen Moore, basis of a charity drive. Miss Moore took listeners on a radio tour of the doll house, with George Patterson (left), program director, and Burt Blackwell, announcer. The transmitter was designed and built by Wilbur Hudson, WAVE chief engineer, and Jack Starks, designing engineer. A manufacturing jeweler, who heard the first program from the doll house, thereupon built the smallest full cut diamond ring in existence, so small it barely slips over a toothpick. He presented it to Miss Moore.

Contests for Crescent

REALIZING the value of directing contests to listener groups, the Crescent Macaroni & Cracker Co., Davenport, Iowa, is running two weekly contests during December on WHO, Des Moines. One contest is for boys and girls who write letters telling why their mothers use the sponsor's products. The second contest is for women who tell why they use Crescent foods. Prizes for the children are coaster wagons; for the women, sets of table silver. Entrants must send box tops. The contests are plugged generously on the *Crescent Hour of Music*, a Sunday morning series on WHO.

* * *

On the House

SIX WOMEN are chosen each week by listener requests to be interviewed during *Woman Speaks* on WEEI, Boston, under sponsorship of Scott Furriers. Each participant is given a $15 merchandise award and to the listeners sending in questions for discussion go $10 merchandise prizes. Eddie Kasper of WEEI is master of ceremonies and Continental Adv. Service, Boston, handles the account.

* * *

Cooperation in Salt Lake

THE MOVIES, the press and the radio got together the other day in Salt Lake City when KDYL broadcast transcriptions of the stars appearing in a new picture and conducted a two way interview with the picture's producer in Hollywood. Local papers ran complete stories of the stunt with cuts of KDYL.

* * *

Seeing WJR

RECEPTION room give-away has been published for WJR, Detroit, by Aircasters Inc., consisting of a 12-page folder which takes the reader to all departments of the station and describes station operations in non-technical language. Splashed with color, the folder contains pictures of WJR artists and staff members.

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Mutual Whale

ORIGINAL drawing of a recent MBS advertisement depicting a whale with the copy reading "Whales for Sale, Mutual offers picked coverage in America's whale-sized markets" has been given to the Nantucket Whaling Museum.

* * *

Tomorrow's Women

DURING *Women of Tomorrow* on WORL, Boston, letters written in on topics announced in advance are read and the best letter writer gets a bouquet delivered by Henry Penn, local florist, at the precise time her name is read on the air.

* * *

Magazine Tie-in

YANKEE Network is trading time for advertising in the *New England Grocery Magazine* to plug its *Food Commentator* series, a weekly program devoted to discussions of diet and food preparation.

* * *

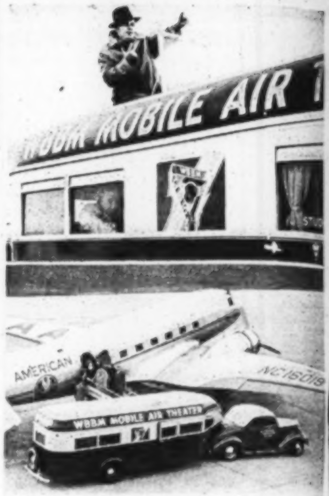
Waste Basketless

FIGURING that too many promotion pieces end up in the waste basket, WBIG, Greensboro, N. C., has printed its latest merchandising news on a manila file folder.

* * *

Merry Mutual

PROGRAM listings of MBS for the period of Dec. 19-25 showed up brightly tied with a red paper ribbon which announced "Merry Christmas from Mutual."



STATION—On wheels is the way WBBM, Chicago, describes its truck and trailer unit used every day for programs in and near the city and for all emergency broadcasts near Chicago. Hal Burnett (above), WBBM announcer, demonstrates the shortwave equipment, while (below) truck and trailer are at the local airport for interviews. Primarily intended for making electrical transcription in the field, the trailer station is complete with photographic dark room and living quarters for four.

Tractor Country

TITLED "Out Where Tickers Give Way to Tractors" and splashed with orange and yellow, a promotion folder has been released by WIBW, Topeka, Kan. Across the cover stretches a piece of ticker tape and border cartoons portray the homely, hardworking Kansan. An attached business reply card reads, "Tractor country looks pretty good to us right now. What time do you have open?"

* * *

Golden Footballs

BILL CUNNINGHAM, sports commentator of the Yankee Network, created the Kellogg All-New England Football Team for his sponsor, Kellogg's Corn Flakes, and presented the picked team with gold footballs donated by Kellogg. N. W. Ayer & Son Inc., New York, handled the account.

Know Their Slogans

A GIRL walked into the Chicago office of BROADCASTING Dec. 4 and asked what radio program had the following slogan: "Look for the large red letters on the package." The interviewer was from Leo Burnett agency in the same building. Mr. Burnett had made a bet with one of his clients that half the people interviewed would not know the slogan belonged to the Jack Benny Jello program. Twenty-five people in the building chosen at random were interviewed and 13 recognized the slogan. Out of the 12 who didn't know, two said it was Kellogg's, one said Oxydol, one said "some sort of soap flakes" and the others didn't even guess. P. S. The BROADCASTING reporter was one of the 13.

STARS OF THE NATION'S STATION

1927
Little Jack Little

1928
Gene and Glenn

1929
Tony Wons
Jane Froman
King's Jesters

1930
Singin' Sam
Jean Paul King

1931
Ramona
The Mills Bros.

1932
Smilin' Ed McConnell
Barry McKinley

1933
Virginia Payne (Ma Perkins)
Charioteers
Fats Waller

1936
Tommy Riggs
Jimmy Scribner

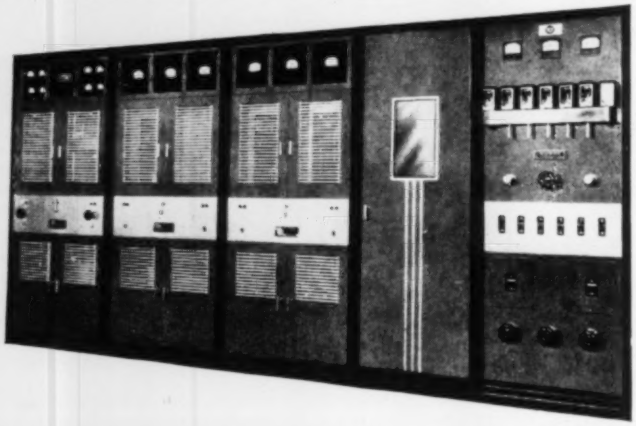
1937-1938
William Stoess
Devore Sisters
Smoothies (Babs and Brothers)
Ellis Frakes
Vicki Chase
Angelo Ravelli
Lynn Cole
Deon Craddock
Paul Sullivan
Peter Grant
Red Barber
Bob Newhall

XUM

Did You Say PERFORMANCE?

HERE'S A NEW 5-KILOWATT TRANSMITTER THAT OFFERS PLENTY!

Plus



Simple circuit one of the RCA 5-D transmitter's outstanding features! Provides finer fidelity and high efficiency operation.

FEW transmitters have ever offered you as much for your money as the new RCA 5-D! This outstanding 5-kilowatt transmitter has literally scores of features you'll appreciate.

It provides performance that will surprise and please you. It sounds a new note in fidelity because it has low distortion at all audio frequencies, uniform frequency response, and inaudible hum level. Its circuit, the simplest we could devise, is easy to tune up and keep in adjustment. Critical settings are not necessary. The 5-D's feed-back system is a new one, automatic, requiring no adjustment, causing no interference on the air and not subject to cross-talk difficulties.

A bulletin has been prepared, telling you in detail about the unusually complete control circuits, the automatic reset mechanism, the complete metering and convenient operation of this transmitter. Your copy of this bulletin is available at any of the offices below. It will pay you to get it and learn all about this sensational new transmitter.

SENSATIONAL MONEY-SAVING FEATURES

Completely Air Cooled

Use of new RCA air-cooled metal tubes eliminates need of water cooling equipment. Reduces installation costs, saves operating work, minimizes possibility of your station losing time off the air. Sets new standard of reliable operation.

Power Costs Cut Nearly 50 Per Cent

High efficiency circuit reduces power consumption nearly in half...savings up to $3,000 per year...lower tube expenses...no critical or complicated circuits.

OTHER FEATURES INCLUDE

Vertical chassis construction for easy accessibility, short electrical connections, lower maintenance, new control circuits, de-ion breakers, tube hour meter, lightning over-load protection, air interlocks for power tubes, triple re-set sequence, power changed without program interruption, components cooled with dust-filtered air, r-f harmonics eliminated by low pass filter, design thoroughly tested under service conditions.

FOR BETTER PERFORMANCE AT GREATLY REDUCED COST—PUT THE RCA 5-D IN YOUR STATION

Replace weak transmitting and receiving tubes with the tubes preferred by network stations—RCA

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN N. J. • A Service of the Radio Corporation of America

NEW YORK: 1270 SIXTH AVENUE • CHICAGO: 5[illegible] E. ILLINOIS STREET • ATLANTA: 490 PEACHTREE STREET, N. E.
DALLAS: 2211 COMMERCE STREET • SAN FRANCISCO 170 NINTH STREET • HOLLYWOOD: 1016 N. SYCAMORE AVENUE

PRINTED IN U.S.A.

XUM